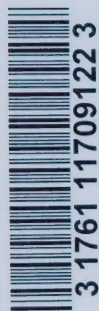


*Canada] Canadian Radio Television Commission,  
[General publications]  
[G-14]*

Government  
Publications

CAI RT  
73 R26



# Reaching the Retired

A survey of the  
media habits,  
preferences, and needs  
of senior citizens  
in Metro Toronto



Canadian Radio-Television  
Commission

Conseil de la Radio-Télévision  
Canadienne





CA/RT  
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[G-14]*

REACHING THE RETIRED:

A SURVEY OF THE MEDIA HABITS,

PREFERENCES AND NEEDS OF

SENIOR CITIZENS IN METRO TORONTO

Prepared for: The Communications Committee,  
Toronto Area Presbytery,  
United Church of Canada

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## TABLE OF CONTENTS

|                            |   |
|----------------------------|---|
| ACKNOWLEDGEMENTS . . . . . | 1 |
| PREFACE. . . . .           | 3 |
| RESEARCH DESIGN. . . . .   | 7 |

### PART A: THE ELDERLY

|                                  |    |
|----------------------------------|----|
| Section I: Introduction. . . . . | 13 |
|----------------------------------|----|

#### Section II: Characteristics of the Sample

|  |    |
|--|----|
| 2.1 Age, Sex and Marital Status. . . . .     | 17 |
| 2.2 Ethnicity. . . . .                       | 19 |
| 2.3 Dwelling Type and Living Arrangement . . | 20 |
| 2.4 Income . . . . .                         | 23 |
| 2.5 Education. . . . .                       | 27 |
| 2.6 Employment . . . . .                     | 27 |
| 2.7 Health . . . . .                         | 28 |

#### Section III: Leisure Pursuits of the Elderly

|  |    |
|--|----|
| 3.1 Most Satisfying Leisure Activities . . .                               | 30 |
| 3.2 Social Interaction . . . . .   | 32 |
| 3.3 Reasons for Deriving Satisfaction from<br>Leisure Activities . . . . . | 34 |
| 3.4 Impediments to a Full Use of<br>Leisure Time . . . . .                 | 37 |

## PART B: THE MEDIA HABITS, PREFERENCES AND NEEDS OF THE ELDERLY

### Section IV: Access to the Media

#### 4.1 Television

|                                 |    |
|---------------------------------|----|
| 4.1.1 Television Sets . . . . . | 41 |
|---------------------------------|----|

|                          |    |
|--------------------------|----|
| 4.1.2 Cable TV . . . . . | 43 |
|--------------------------|----|

#### 4.2 Radio

|   |    |
|---|----|
| 4.2.1 Radio Sets and FM Receivers . . . . . | 44 |
|---|----|

#### 4.3 Newspapers

|                                 |    |
|---------------------------------|----|
| 4.3.1 Daily Newspapers. . . . . | 44 |
|---------------------------------|----|

|                                   |    |
|-----------------------------------|----|
| 4.3.2 Ethnic Newspapers . . . . . | 46 |
|-----------------------------------|----|

|                                     |    |
|-------------------------------------|----|
| 4.3.3 Community Newspapers. . . . . | 47 |
|-------------------------------------|----|

|                        |    |
|------------------------|----|
| 4.4 Magazines. . . . . | 47 |
|------------------------|----|

### Section V: Consumption of the Media

|  |    |
|--|----|
| 5.1 Impediments to Consumption . . . . . | 49 |
|--|----|

#### 5.2 Television Consumption

|   |    |
|---|----|
| 5.2.1 Leaving the Set on Without<br>Watching it . . . . . | 51 |
|---|----|

|   |    |
|---|----|
| 5.2.2 Viewing Time During an<br>Average Weekday . . . . . | 51 |
|---|----|

|   |    |
|---|----|
| 5.2.3 Variations in Viewing Time. . . . . | 54 |
|---|----|

#### 5.3 Radio Consumption

|   |    |
|---|----|
| 5.3.1 Listening Time During an<br>Average Weekday . . . . . | 59 |
|---|----|

|                                     |    |
|-------------------------------------|----|
| 5.3.2 Exposure to FM Radio. . . . . | 62 |
|-------------------------------------|----|

|   |    |
|---|----|
| 5.3.3 Variations in Listening Time. . . . . | 62 |
|---|----|

|       |   |    |
|-------|---|----|
| 5.4   | Newspaper Consumption   |    |
| 5.4.1 | Reading Time During an<br>Average Weekday and Weekend . . . . . | 64 |
| 5.4.2 | Variations in Reading Time. . . . .                             | 66 |
| 5.5   | Books and Magazines. . . . .                                    | 68 |

## Section VI: Media Preferences

|       |   |    |
|-------|---|----|
| 6.1   | Television                                |    |
| 6.1.1 | Programme Preferences . . . . .           | 70 |
| 6.1.2 | Information Versus Entertainment. . . . . | 75 |
| 6.1.3 | Television News . . . . .                 | 79 |
| 6.1.4 | "New Directions". . . . .                 | 82 |
| 6.2   | Radio                                     |    |
| 6.2.1 | Station Preference. . . . .               | 83 |
| 6.2.2 | Programme Preferences . . . . .           | 84 |
| 6.2.3 | Radio News. . . . .                       | 86 |
| 6.2.4 | Commercials . . . . .                     | 88 |
| 6.3   | Newspapers                                |    |
| 6.3.1 | Daily Newspapers Preferred. . . . .       | 89 |
| 6.3.2 | Newspaper Features Preferred. . . . .     | 90 |
| 6.4   | How the Media Compare. . . . .            | 91 |

## Section VII: The Media Needs of the Elderly

|       |  |     |
|-------|--|-----|
| 7.1   | Radio and Television                                       |     |
| 7.1.1 | Programming Needs . . . . .                                | 97  |
| 7.1.2 | Medium Preferred to Fulfill<br>Programming Needs . . . . . | 101 |
| 7.2   | Religion and the Media                                     |     |
| 7.2.1 | Religious Affiliation and<br>Religiosity . . . . .         | 103 |
| 7.2.2 | Religious Programming . . . . .                            | 103 |



|   |     |
|---|-----|
| Section VIII: The One Most Important Problem That Senior Citizens Face in Life. . . . . | 107 |
|---|-----|

|   |     |
|---|-----|
| Section IX: Discussion of the Major Findings. . . . . | 110 |
|---|-----|

|                                |     |
|--------------------------------|-----|
| Section X: Highlights. . . . . | 117 |
|--------------------------------|-----|

## APPENDIX

|  |     |
|--|-----|
| Article I: The Questionnaire . . . . . | 125 |
|--|-----|

|  |     |
|--|-----|
| Article II: The Codebook: Percentage Distribution of Responses to Questionnaire Items. . . . . | 145 |
|--|-----|

|   |     |
|---|-----|
| Article III: ERG's Letter of Introduction and the Letter of Endorsement . . . . . | 167 |
|---|-----|

|                                       |     |
|---------------------------------------|-----|
| Article IV: Statistical Note. . . . . | 170 |
|---------------------------------------|-----|

|                                  |     |
|----------------------------------|-----|
| Article V: Bibliography. . . . . | 172 |
|----------------------------------|-----|

|                                       |     |
|---------------------------------------|-----|
| Article VI: Index of Tables . . . . . | 177 |
|---------------------------------------|-----|

## ENVIRONICS RESEARCH GROUP LIMITED

Environics Research Group is a Toronto-based research and consulting firm engaged in the application of social science to social policy areas including housing, education, leisure, gerontology, transportation, communications and urban studies. Our objective is to provide clients with reliable information designed to assist in the planning, execution and evaluation of programmes. Our particular concern is to help formulate policies which take into account the relationships between people's behaviour and their environment. In pursuing these goals we have used a variety of research methods - questionnaire and interview surveys, group discussions, behavioural analysis, literature review, critical assessment of research findings and population data and policy analysis.

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## PREFACE

Over the past decade, increasing attention has been focused on the health, social, financial and housing needs of senior citizens on the part of Canadian governments and voluntary agencies.\* Policies, programmes, research and evaluation have been initiated. Few would dispute the concentration of recent efforts on meeting the "basic" needs: income security, medical care and decent housing.

Even with the provision of these essential services and facilities, a major component in the lives of senior citizens remains largely neglected. That component involves the constructive and satisfying use of leisure time. Indeed, as society generally experiences the impact of fewer working hours per day, a compressed work-week and earlier retirement, the necessity for developing enriched opportunities for the satisfying use of leisure is being recognized. In light of the quantity of leisure time available to the senior (who is evermore a person who is "retired" from "work"), and in light of Statistics Canada projections that the nearly 1.8 million Canadians now aged 65 or over will increase to over 2.2 million in less than a decade, it is our contention that leisure planning for this segment should be a priority.\*\*

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\* See The Seventh Age: A Bibliography of Canadian Sources in Gerontology and Geriatrics 1964-1972, 1972, prepared by Environics Research Group Limited and published by Central Mortgage and Housing Corporation, and State of the Art: Research on the Elderly 1964-1972, 1972, prepared by Environics Research Group Limited, now being published by Central Mortgage and Housing Corporation.

\*\* The Social Planning Council of Metro Toronto reports in The Aging - Trends, Problems, Prospects, 1973, that the percentage of Canadians aged 65 and over who are in the work force dropped from 17.7% in 1960 to 11.9% in 1971, p. D1.



To date, several Canadian studies have elicited information from the aged about the activities in which they engage. The available evidence is at least suggestive of the conclusion that a very large percentage of the leisure activities of Canadian senior citizens involves the use of the media: watching TV, listening to the radio, and reading magazines and newspapers. Unfortunately, in spite of these facts, the needs and preferences of the elderly regarding their principal leisure time pre-occupations have been ignored. Why?

One reason might be that researchers and others sensitive to psychological manifestations of aging - boredom, loneliness and isolation - promote and develop programmes encouraging active participation and social interaction, and fostering meaningful and satisfying relationships with peers and professionals. The major problem with this approach is that there are many thousands who do not (and may not want to) "belong" to clubs, church groups, etc., and there are many thousands who do not have need of a public health nurse or other adjuvants. Perhaps for these seniors the media act as their main source of information and entertainment.

While the professionals and researchers have concentrated their efforts on programmes promoting social activity, the media, by and large, have been remiss in serving the elderly. As the Communications Committee pointed out in its June, 1972 brief to the Canadian Radio-Television Commission, the limited incomes and relatively fixed spending habits of the 65+ group

render them an unattractive market for the commercial advertiser. Reflecting their advertisers' dictates, print and broadcast media centre their content and programming on the needs and preferences of younger people. This also explains why traditional product market research has so little information about the media patterns of the elderly. Their needs and preferences are just not perceived as relevant. Indeed, further illustration of the implied irrelevance of the senior community is provided by the practice, typical in both academic and commercial research circles, of combining media data for the 65 and over age segment either with the rest of the adult population or with much younger age groupings. Hence our knowledge of the thoughts and feelings of the Canadian elderly has very often been unwittingly blurred.

A case in point, exemplifying the general insensitivity of the media, was the termination of the broadcast of the Sunday morning Worship Services from Timothy Eaton Memorial United Church by Toronto radio station CKFH. Subsequently 2,500 elderly and isolated Christians registered their deep concern at the loss of this programme in letters to the Eaton Memorial Church. At present, radio station CHIN airs the service from the Church, but now at commercial rates.

There is room for considerable improvement in the provision for the informational and entertainment needs of the aging, and these improvements must be based on solid

professional research into the media habits and preferences of the elderly. This study is one such attempt. We began in Metro Toronto since the project has been initiated by the Toronto Area Presbytery of the United Church. Of course, it is hoped that this inquiry will serve as a model for other communities across Canada whose senior citizens may have very different requirements. Until further work is done, however, we trust that this piece of research will provide senior citizens, professionals and media personnel at least with suggestive guidelines for the provision of programming more relevant to the needs and preferences of senior citizens in many other centres across Canada.



## RESEARCH DESIGN

This study was undertaken between February and October, 1973 — a period of eight months. The questionnaire was developed during the first four months; it was applied in the field during June and early July and after data processing this report was prepared during the months of August and September. Outlined below are the major components of the research programme.

### Questionnaire Development

Realizing that the quality and usefulness of the information generated in survey research is largely predicated on the quality of the research instrument, ERG undertook a thorough developmental process. Firstly, in order to generate hypotheses and uncover relevant items to be included in the questionnaire, ERG conducted five guided discussions with groups of six to ten seniors regarding their media needs, as well as a review of relevant North American research literature.

The elderly group participants were residents of institutions, rooming houses, apartments and single family homes; they furnished through the dynamics of group discussion a personal, in-depth perspective on the problems, concerns and preferences associated with the informational and entertain-

ment qualities of radio, television and newspapers. The typed transcripts of the five one-hour discussions were analyzed and reduced to specific items to be included in the questionnaire.

The literature review uncovered about forty studies (see Bibliography), only a handful of which dealt directly with some aspect of the media patterns, needs and preferences of the elderly. And all of those emanated from the United States. Not only did this work provide an orientation to the wider context of the leisure activities of seniors, it also enabled the replication of certain items used in other surveys and thus afforded the eventual comparability of the results of this effort with those of other researchers.

Two early drafts of the questionnaire were prepared and critically reviewed by the Project Advisory Group\* prior to the pre-testing of the instrument in the field in May. Following the selection of the pre-test sample from a list provided by the Ontario Health Insurance Plan (OHIP) data centre, the interviewers were fully briefed. Each respondent designate was sent a letter explaining the nature and purpose of the survey and prior to the interview each was telephoned by an interviewer to set up a mutually convenient appointment. A total of fifty-six seniors were interviewed in their homes. The pre-test itself and the de-briefing of interviewers resulted in a number of changes in the questionnaire and especially in field procedures. For example, to gain the trust

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\* The project advisors were representatives of senior citizens' clubs and organizations, government and service agency officials, media personnel and gerontologists.

and confidence of designated respondents, a letter of endorsement was sought from religious and community leaders, and ERG's letter of introduction was improved. The questionnaire itself was shortened, ambiguous questions reworded and the number of "open-ended" questions (no pre-structured response categories) was reduced.

### Sample Design

From the listing of persons aged 65 and over who subscribe to the Ontario Hospital Insurance Plan (OHIP) — an almost universal list — a probability or random sample of 1,554 persons resident in Metro Toronto was drawn. A completion rate of 40% was achieved with the final breakdown as follows:

|                        |       |     |
|------------------------|-------|-----|
| Interviews completed   | 616   | 40% |
| Contacted, but refused | 450   | 29% |
| Unable to contact      | 414   | 27% |
| Not contacted          | 74    | 5%  |
| <hr/>                  |       |     |
| Total                  | 1,554 |     |

A detailed description of the sample is presented in the second chapter of the report. However, it should be pointed out that 10% of the 616 interviews completed were with people under age 65. This occurred because OHIP designates subscribers as single or family (if at least one spouse is 65 or over). In the case of families, the sampling procedure alternated between the husband and the wife; however, in some instances the younger spouse selected had not yet reached 65.



### Field Work

After the field force of five for the pre-test had expanded to sixteen for the main survey, the sample selected and the final questionnaire approved, the interviewers were then briefed again and assigned one area of the city in which a quota of 40 interviews was to be achieved from a list of approximately 100 names of eligible respondents. Each designated respondent was sent the letter of endorsement plus a letter from ERG explaining the nature and purpose of the survey and requesting co-operation with the interviewer when she telephoned to make the appointment. Only those persons whose telephone number was not listed in the telephone book or in Might's city directory were visited without prior appointment.

Generally, the questionnaire required from 45 to 75 minutes to administer. Substitutions were not allowed; the interviewers were simply instructed to interview as many of the designated respondents as possible. However, if there was a language difficulty the translation assistance of others in the household was sought. This policy and the employment of bilingual Italian interviewers enabled the interviewing of a number of unilingual new Canadians. Six weeks were required to complete all 616 interviews.

Coding, Key Punching, Data Processing

Code values were developed for the open-ended questions, that is, those questions with no pre-structured response categories which are designed to elicit the opinions and feelings of the respondents in their own words. The survey responses were key punched and the data was processed so as to produce the statistical tables which served as the basis for the preparation of the report.





PART A

THE ELDERLY



## I. Introduction

The unique interests, problems and needs of that ever-increasing segment of our society over the age of 65 have, in recent years, generated a profusion of literature and formal studies by concerned geriatricians and gerontologists. Similarly the refinement of and near-universal access to the mass media have spawned an entire breed of media theorists and communications experts. Yet disciples of these two schools seem to have ignored the Bard's admonishment that we "not to the marriage of true minds/Admit impediments." Given that the elderly have been deemed sufficiently distinct from the rest of the populace to have promoted a whole new branch of social science, and given that extant studies strongly indicate that seniors devote a sizable proportion of their already ample leisure time to media usage, it may well be possible that they employ the media in ways that also distinguish them from the more youthful members of society; that they use the media to serve functions and to meet needs that younger people receive from other sources. Despite the apparent logic of this thesis, the occasions when the gerontologist and the communicator have attempted to pool their resources to explore this topic have been minimal indeed.

A thorough, if not wholly exhaustive, review of the relevant literature failed to unearth a single Canadian empirical study addressed specifically to the relationship between the elderly and the mass media. Americans have been



just slightly less inattentive. Although short essays on the subject have appeared in gerontological readers, although some of the definitive examinations of television do bear peripherally upon the effect of age on viewing behaviour, the only objective research is in the form of a handful of unpublished doctoral and masters theses.\*

However, even this limited amount of study has raised some important questions and produced some interesting hypotheses about the leisure and media activities of the senior portion of the population. One of the primary functions of this work is to produce evidence which may further illuminate such speculations as:

Is "advancing age characterized by an increase in activities involving reading and cultural engagement, and a propensity for solitary pursuits?"\*\*

Is it at all possible to view the elderly as a homogeneous sub-culture; do they share distinctive media tastes and preferences which distinguish them from the remainder of society?

Does the use of TV and newspapers remain relatively constant from young adulthood to old age, and perhaps even increase among the elderly? Is extremely advanced old age associated with a decline in mass communications exposure, indicating differences through the age spectrum of the elderly themselves, that is, among the young, middle-aged and old senior citizen?

Do increasing proportions of the elderly deem the newspaper to be the most important of the media?

Do the seniors exhibit a greater predilection for information-oriented material; if so, to which medium do they turn to satisfy their needs?

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\* A bibliographical check-list is appended to this report.

\*\* Mary Sue Devereaux, "Elderly People and the Mass Media," Honours essay, Carleton University, 1971, p. 14.

How do the answers to these and related questions vary, not only with age, but also with sex, health, mobility, income, living arrangement and other pertinent variables?

The report opens with a description of the sample, followed by an examination of the leisure activities found most satisfying by the respondents and their reasons for deriving such satisfaction. Here an attempt is made to detect common threads and motifs which might be woven into a broad definition of the overall leisure "philosophy" of the elderly in Toronto; to erect a framework constructed upon active-passive, social-solitary, information-entertainment dimensions, into which the media data can be introduced to illustrate just how effectively this philosophy is being or can be served by the mass media.

The bulk of the study focuses directly upon seniors and their relationship with the media, particularly with newspapers, radio and television. Our findings on the substantive issues of access, consumption, preferences, both general and specific, and needs, both stated and implied, are presented and analysed. A postscript in the form of the response to an inquiry about "the one most important problem that senior citizens face in life" further broadens the perspective and completes the movement from the ideal world of Ariel's leisure and satisfaction to the real world of Caliban's problems and discontent.

But perhaps it is the Prosperos of this age, the media personnel, to whom this study is ultimately addressed, and for whom its implications are discussed in the concluding chapter.

Our goal has been to paint a comprehensive portrait of the elderly audience of Metropolitan Toronto and the media habits, preferences and needs of the individuals who compose that audience. Our hope is that such a portrait will in turn at least begin to suggest sketches and outlines for programming by which these preferences and needs can be met.



## II. Characteristics of the Sample

Of the 616 residents of Metropolitan Toronto who were successfully interviewed during the course of the field work, 10% proved to be under the age of 65 and hence were deemed not sufficiently senior for inclusion in a study of the relationship between senior citizens and the mass media. Consequently, any future reference to the sample includes only those 552 respondents who were 65 and over.

### 2.1 Age, Sex, and Marital Status

According to the 1971 Census there are in Metro Toronto almost 180,000 people aged 65 and over; a detailed breakdown and comparison by both age and sex presented in Table 1 indicates that our sample is a viable microcosm of the senior segment of the city as a whole, the one discrepancy being that we have slightly over-represented the male members of the elderly population, who constitute 40% of the Toronto elderly but 45% of our group. Two-thirds of those interviewed were between the ages of 65 and 74; the remaining third ranged from 75 to well over 90. Sixty percent of the respondents stated that they were married; 1/3 widowed, separated or divorced; and 7% single. The 1966 Census data show only half of Metro seniors still married, 39% widowed, and 11% single or divorced. Our somewhat higher proportion of married respondents may be explained

TABLE 1

DISTRIBUTION BY AGE

| <u>Age</u> | <u>Toronto C.M.A. 1971*</u> | <u>ERG Sample</u> |
|------------|-----------------------------|-------------------|
| 65-69      | 36%                         | 39                |
| 70-74      | 26                          | 27                |
| 75-79      | 19                          | 15                |
| 80 +       | 19                          | 17                |

DISTRIBUTION BY AGE AND SEX

| <u>Age</u> | <u>Toronto C.M.A. 1971*</u> |               | <u>ERG Sample</u> |               |
|------------|-----------------------------|---------------|-------------------|---------------|
|            | <u>Male</u>                 | <u>Female</u> | <u>Male</u>       | <u>Female</u> |
| 65-69      | 40%                         | 33            | 39                | 39            |
| 70-74      | 27                          | 26            | 29                | 27            |
| 75-79      | 17                          | 19            | 14                | 17            |
| 80-84      | 10                          | 13            | 11                | 11            |
| 85-89      | 5                           | 6             | 5                 | 5             |
| 90 +       | 2                           | 3             | 2                 | 2             |
| TOTAL      | 40%                         | 60            | 45                | 55            |

\* Source: 1971 Census of Canada, Population, Single Years of Age, (Catalogue 92-716) Statistics Canada. Note: Percentages are based on the Toronto Census Metropolitan Area (1971 population, 2,628,043) which extends beyond the boundaries of Metro Toronto (1971 population, 2,086,020) to include Mississauga, Oakville, Richmond Hill, Aurora, Newmarket, Markham, Pickering, etc.

by their being more readily available by phone or letter, and more willing to permit the intrusion into their home of the field interviewer.

## 2.2 Ethnicity

Over 1/2 (54%) of the sample were born in countries other than Canada; the Metro Social Planning Council confirms that such a weighty component of those born elsewhere is an accurate paradigm of the actual situation that exists among the city's elderly, and adds that this fact "may well be unique to Toronto and will remain significant for decades to come."\* Of those interviewed, 28% gave the United Kingdom or Ireland as their place of birth, 10% hailed from Eastern European countries, 4% from Italy, and the remaining 11% from other scattered points on the globe.

| <u>TABLE 2</u>          |     |
|-------------------------|-----|
| <u>COUNTRY OF BIRTH</u> |     |
| Canada                  | 46% |
| United Kingdom, Ireland | 28  |
| Eastern Europe          | 10  |
| Italy                   | 4   |
| Other                   | 11  |

A full 95% of the sample claimed the ability to "speak or understand" English. Approximately 3/4 of the respondents spoke English only, a figure consistent with the

---

\* Social Planning Council of Metropolitan Toronto, The Aging: Trends, Problems, Prospects, March 1973, p. A27

proportion born in either Canada or the U.K. One-tenth had facility in any one of the Slavic languages of Eastern Europe, 6% in Italian, a similar percentage in German, and 4% in Yiddish. The majority of the 5% not able to comprehend English were Italian, almost half of whom indicated no facility in that language.

TABLE 3  
LANGUAGES SPOKEN OR UNDERSTOOD

|                 |     |
|-----------------|-----|
| English         | 95% |
| English<br>only | 73  |
| Slavic          | 10  |
| Italian         | 6   |
| German          | 6   |
| Yiddish         | 4   |

### 2.3 Dwelling Type and Living Arrangement

One-half of the seniors contacted resided in single-family detached homes; another 1/4 in high- or low-rise apartments (20% in the former, almost 6% in the latter); 15% lived in duplex, triplex or semi-detached homes; 4% in flats or rooms; and the same percentage in institutions (senior citizens' or nursing homes).



TABLE 4

DWELLING TYPE

|                                   |     |
|-----------------------------------|-----|
| Single family detached house      | 50% |
| Duplex, triplex, or semi-detached | 15  |
| High-rise apartment               | 20  |
| Low-rise apartment                | 6   |
| Flat or room                      | 4   |
| Senior citizens' or nursing home  | 4   |

Thus one can assume that the incidence of home ownership among our sample lies somewhere between 50 and 65%; a figure which, when compared with the over 73% rate of incidence for the Toronto aged in 1961, would suggest that the general trend away from home ownership and towards apartment living true of the collective Metro populace is no less characteristic of its senior members.\* Also the 1966 Census revealed that about 7% of the city's elderly were housed in rooms or lodgings; the fact that only 4% of our respondents were so accommodated indicates that we have slightly, if not drastically, under-represented this critical portion of the aging population.

Half of the sample lived with their spouse alone, and, according to Social Planning Council Statistics, likely comprised about 3/4 of that 50% residing in single-family detached dwellings;

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\* Social Planning Council, p. A17

7% lived with their spouse along with family or relatives; 14% with family or relatives only; 23% lived alone; and 4%, in accordance with the percentage of roomers cited above, shared accommodation with people other than family or relatives. The remainder were institutionalized in either senior citizens' or nursing homes.

TABLE 5  
LIVING ARRANGEMENT

|   |     |
|---|-----|
| Spouse only   | 51% |
| Spouse and family or relatives                              | 7   |
| Family or relatives   | 14  |
| Alone   | 23  |
| Shared accommodation with<br>other than family or relatives | 4   |
| Live with others in an institution                          | 4   |

Although the fact that over 70% of those interviewed were living in nuclear or "extended" family arrangements is in large measure accounted for by the high percentage of married respondents in the sample, it is still worth noting that, contrary to the expectations of some, "ties of blood and kinship do remain a factor in the life conditions of the aging."\* Upon further examining the relationship between marital status and living arrangement, one observes that while the single never-married

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\* Social Planning Council, p. A22.

persons were as likely to live with their family as alone, the widowed were almost twice as likely to live on their own than to reside in an extended family environment. In this regard, our results contradict the contention of the Social Planning Council that "the widowed are more likely to have a place in the families of their married children; that is, to be members of extended families."\*

When living arrangement is viewed through the lens of ethnicity, the result reveals that the Italians were much less likely to be living only with their spouse and much more likely, whether married or not, to be residing with their family or relatives. Although only about 1/5 of the overall sample were housed with their family, nearly half of the Italians were so accommodated.

#### 2.4 Income

An estimate of each respondent's income was gained through a question which read, in part: "Could you please tell me how much gross income you (and your spouse if applicable) derived from all sources last year before taxes or any other deductions. By all sources we are referring to income from pensions, wages, investments such as stocks and bonds, plus old age security benefits." A substantial 19% of the sample chose not to answer this question; of those who did respond, nearly 2/5 (38%) listed an annual income of \$3,000 or less, and almost 3/5 (58%) \$4,000 or less. A particularly marked discrepancy is evident between

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\* Social Planning Council, p. A14

TABLE 6

INCOME DISTRIBUTION

| Income group    | CANADA, 1969*                |                                  | ONTARIO, 1971**          |                              | ERG SAMPLE                                |                                   | TOTAL Metro Toronto 1973 |
|-----------------|------------------------------|----------------------------------|--------------------------|------------------------------|---|-----------------------------------|--------------------------|
|                 | Families with head 65 & over | Unattached individuals 65 & over | Families with head 65-69 | Families with head 70 & over | Seniors 65 & over living with spouse only | Seniors 65 & over living alone*** |                          |
| \$2,000 or less | 9%                           | 62%                              | 7%                       | 7%                           | 3%  | 25%                               | 15%                      |
| 2,001-3,000     | 24                           | 15                               | 8                        | 12                           | 14  | 36                                | 23                       |
| 3,001-4,000     | 16                           | 9                                | 12                       | 25                           | 27  | 12                                | 20                       |
| 4,001-6,000     | 21                           | 7                                | 14                       | 17                           | 21  | 15                                | 18                       |
| 6,001-10,000    | 18                           | 5                                | 30                       | 21                           | 20  | 8                                 | 13                       |
| 10,000 or more  | 12                           | 1                                | 29                       | 18                           | 16  | 4                                 | 11                       |

\* Income Distributions by Size in Canada, 1969, Statistics Canada, Cat. 13-544.

\*\* Income Distributions by Size in Canada, 1971, Statistics Canada, Cat. 13-207.

\*\*\* This excludes roomers, lodgers and those living with family, relatives or in an institution.



the incomes of those living in nuclear families with their spouse only and those unattached and living alone; 61% of the latter group indicated annual income of \$3,000 or less, while only 17% of the former shared that income bracket. Table 6 provides a fuller comparison of these two groups both with each other and also with families in Canada with the head aged 65 and over, and with unattached individuals in the same age category. Considering that these statistics were collected in 1969 and refer to the nation as a whole, the similarity in distribution to our Metro Toronto sample is surprising, and suggests that the economic status of the respondents we interviewed may well be below the average of the entire senior population of the city. This suspicion is confirmed by 1971 figures for Ontario families only, with the head aged 65 to 69 and aged 70 and over. Both of these groups have income distributions not only much higher than our overall sample but also slightly greater than the most financially well-endowed of our sample—those living with their spouse only.

It is perhaps less surprising to note that income decreased steadily with advancing age; 27% of those 65 to 69 earned \$3,000 or less per annum, 36% of those 70 to 74, nearly half of those 75 to 79, and a full 60% of the respondents over 80. There existed a particularly extreme variation at the lowest level of the economic hierarchy between seniors over and under 80 years of age. Whereas only 12% of those who had not reached that chronological milestone claimed an annual income of \$2,000 or less, over one-third of the octogenarians were so impoverished.

TABLE 7  
DISTRIBUTION BY AGE OF THOSE WITH  
ANNUAL INCOME OF \$3,000 OR LESS

| <u>Income group</u> | <u>Age</u>   |              |              |            |
|---------------------|--------------|--------------|--------------|------------|
|                     | <u>65-69</u> | <u>70-74</u> | <u>75-79</u> | <u>80+</u> |
| \$2,000 or less     | 9%           | 15           | 13           | 34         |
| \$3,000 or less     | 27           | 36           | 49           | 60         |

Income also varied with gender at the two extremes of the economic ladder. Women were twice as likely as men to claim an annual intake of \$2,000 or less, but almost twice as unlikely to be earning \$6,000 or more.

The income distribution of those in specific dwelling types corresponded quite closely to that of the overall sample; the one obvious exception being the seniors situated in flats or rooms, of whom 4 in 10 earned \$2,000 or less, and almost 8 in 10 no more than \$3,000 a year.

Once again the Italians exhibited the greatest statistical aberration when ethnicity and income were correlated. Although those born in Italy comprised only 4% of the sample, they accounted for 20% of those with an annual income of \$2,000 or less. Almost 3/5 of the Italian-speaking respondents listed such an income, and a full 3/4 could claim no more than \$3,000 per annum.

## 2.5 Education

The validity of the oft-stated claim that the formal educational level of senior citizens is on the increase would seem confirmed when the 47% of our sample who indicated academic training beyond the elementary plateau are compared with the 36% who so indicated in the 1961 Toronto census.

TABLE 8  
LEVEL OF ATTAINED EDUCATION

|                             |     |
|-----------------------------|-----|
| Some elementary school      | 22% |
| Completed elementary school | 28  |
| Some high school            | 17  |
| Completed high school       | 17  |
| Post-secondary experience   | 13  |

Canadians were more likely to be better educated than those of foreign birth; although only slightly under one half of the sample were Canadian-born, they comprised almost 3/4 of those with post-secondary experience. In contrast, none of the Italians had been educated beyond the elementary level.

## 2.6 Employment

May 1973 statistics reveal that 11% of Ontarians over 65 are participants in the labour force, a rate which has declined steadily over the last decade. A similar segment of our Metro sample were engaged in paid employment either full or part-time;

a further 2% claimed that they worked occasionally, and the remaining 84% were not employed at all. As one might expect, this latter percentage increased steadily with age, from about 3/4 of those 65 to 69 to virtually all of those over 80. Males showed themselves twice as likely as females to be employed for pay.

| <u>TABLE 9</u>                    |    |
|-----------------------------------|----|
| <u>ENGAGED IN PAID EMPLOYMENT</u> |    |
| Full time                         | 6% |
| Part time                         | 5  |
| Occasionally                      | 2  |
| Not at all                        | 84 |

About the same participation rate existed for unpaid volunteer work; 13% of the seniors laboured in such a capacity anywhere from daily to a few times a month, with females slightly more likely than males to be so engaged. This rate held fairly constant throughout the age spectrum until it plummeted to a mere 4% for those over 80.

## 2.7 Health

Of the elderly whom we interviewed, 58% described their health as either good or excellent, 27% as adequate and 14% as poor or very poor (see Table 10). Such results place one in the semantic quandary of having to choose between the



statement that 86% of the sample enjoyed health that was adequate or better, or that over 40% deemed their health to be merely adequate or worse. The optimistic, if guarded, conclusion to be made is that the vast majority of seniors assessed their health as not debilitating in the extreme. Neither gender nor, more remarkably, age seemed to have a significant effect on perceived physical health, although the octogenarians did exhibit a slightly greater tendency to affix a "poor or very poor" label.

| TABLE 10                              |          |  |          |
|---------------------------------------|----------|--|----------|
| PHYSICAL HEALTH AND GENERAL ATTITUDE  |          |  |          |
| <u>Description of physical health</u> | <u>%</u> | <u>Propensity for feeling in low spirits</u> | <u>%</u> |
| Excellent                             | 20       | Never  | 25       |
| Good                                  | 38       | Rarely                                       | 34       |
| Adequate                              | 27       | Sometimes                                    | 30       |
| Poor or very poor                     | 14       | Frequently or always                         | 11       |

Respondents were also asked to testify to their "general attitude," the frequency with which they felt "blue or in low spirits." Table 10 shows that the response to this question almost duplicated that to the preceding inquiry about physical health, a strong implication of the not altogether profound fact that physiological and psychological well-being are closely intertwined. General attitude did not vary with age or, more notably, with living arrangement. However, there were significant differences in the proportions of males and females found at each end of the attitudinal spectrum; the women were twice as prone as men to feeling in low spirits always or frequently, and almost twice as unlikely never to experience such malaise.

### III. Leisure Pursuits of the Elderly

#### 3.1 Most Satisfying Leisure Activities

At one point in the questionnaire, the respondents were asked to indicate both their three most satisfying leisure activities and the corresponding reasons for deriving such satisfaction (Questions 18 and 19). The complete list of activities mentioned, loosely categorized into those of media and non-media orientation and presented in full in the Codebook appended to this report, reflects the breadth and diversity of the interests held by those over the age of sixty-four. Of greater significance for our study, over 1/4 of the nearly 1,500 responses made to this question were media-related. Still more striking, 56% of the sample, or more than one out of every two seniors, included at least one media-oriented activity in their compilation of most gratifying leisure pursuits. This evidence alone bears strong testimony to the size and importance of the role played by the mass media in the lives of the elderly.

Closer inspection of the data reveals that reading was the single most frequently cited activity of any type, media-related or otherwise; a full 36% of the seniors interviewed deemed the reading of books, newspapers or magazines to be one of their three favourite pastimes. A group of five activities formed the second rank of popularity; watching television was mentioned by 23% of the respondents; gardening by 24%; and walking; sewing, knitting, etc.; and visiting with or entertaining family or friends, all by about 20% of the sample.

A further 15% favoured card-playing; 13% active engagement in sports ranging from shuffle-board to tennis; and 10% involvement in formal organizations and committees. None of the other activities was mentioned by any more than 8% of the sample.

TABLE 11

MOST SATISFYING LEISURE ACTIVITIES\*

Media-oriented

|                     |     |
|---------------------|-----|
| Reading             | 36% |
| Watching television | 23  |

Non-media oriented

|  |    |
|--|----|
| Gardening  | 24 |
| Walking  | 20 |
| Visiting with family or friends                        | 20 |
| Sewing, knitting, crocheting, etc.                     | 19 |
| Card-playing   | 15 |
| Sporting activities                                    | 13 |
| Involvement with formal organizations<br>or committees | 10 |

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\* The percentages represent those who listed each activity as one of their 3 most satisfying and therefore add to more than 100%.

Of the six activities most enjoyed by the elderly, two — reading and watching television — bore directly upon the media. (Radio was explicitly mentioned by a mere 2% of the sample; listening to music or records by only 5%.) Also, with the exception of visiting family and friends, all of the most

popular pastimes could be characterized as essentially solitary in nature. At first glance, such results do give a measure of credence to the hypothesis formulated in the introduction which characterized advancing age by, among other attributes, a propensity for solitary pursuits. However, such credence begins to dissipate when pursuits of the third order of popularity are considered, that is, those cited by between 10 and 15% of the respondents. Card-playing, sporting activity, and involvement in formal organizations each entail some degree of social engagement. Credibility is further undermined when one examines the reasons given by the participants for deriving such satisfaction. For 37% of the respondents, satisfaction took the form of companionship and direct interpersonal contact or communication; that this was the most frequently cited response suggests the high value placed on companionship by the aging. The evidence seems to be that, while the elderly do favour many solitary pursuits, social activities are only slightly less popular and, indeed, interpersonal involvement remains a strongly motivating force and a rich source of gratification.

### 3.2 Social Interaction

The results of an attempt made to gauge levels of social activity indicate that a large proportion of the elderly act upon this motivation - half of the sample "saw their family, relatives or close friends" either daily or several times a week, and a full 80% did so once a week or more. Almost 75%



of the respondents made or received at least one social telephone call on the "average day" and nearly one-third engaged in 3 or more daily phone conversations.\*

TABLE 12

HOW OFTEN DO YOU SEE YOUR FAMILY,  
RELATIVES OR CLOSE FRIENDS?

|                      |     |
|----------------------|-----|
| Daily                | 22% |
| Several times a week | 32  |
| About once a week    | 27  |
| A few times a month  | 8   |
| Once a month or less | 11  |

TABLE 13

NUMBER OF SOCIAL TELEPHONE CALLS MADE  
OR RECEIVED ON AN AVERAGE DAY

|               |     |
|---------------|-----|
| None          | 26% |
| One           | 22  |
| Two           | 20  |
| Three or more | 32  |

Yet there still remains a rather sizeable 1/5 of those interviewed who established direct social contact no more frequently than a few times a month (11% did so only once a month or less), and over 1/4 who placed or received no phone calls of a social

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\* Virtually the entire sample had the use of a phone where they lived.

nature in a normal day. Significantly, it was not those living alone but those sharing accommodation with people other than family or relatives, and those institutionalized, who exhibited a greater propensity for experiencing the extremes of social isolation; who indeed were both twice as likely as their confrères not to receive a daily social telephone call and not to be visited any more often than once a month.

This brief digression might be concluded by noting that social visitation varied neither with sex nor age; however, the placing or receipt of social phone calls, while remaining constant over the age spectrum, did show marked discrepancies when gender was controlled. The archetype of the phone-wielding female seems no less operative among the senior population: women were twice as prone as men to receiving 3 or more calls per day; conversely, the males were more than twice as likely not to receive any such call.

### 3.3 Reasons for Deriving Satisfaction From Leisure Activities

To redirect our focus back to the leisure practices of the elderly, several factors other than companionship loomed large as repositories of gratification. Almost 1/3 of the sample gave "relaxing and restful" as one of their reasons for deriving satisfaction; 29% were satisfied by being outside in the air or by "communing with nature;" 21% reaped enjoyment from healthy exercise and physical activity; 20% from mental stimulation or challenge; and 21% because the activity was deemed informative and educational. Other reasons were given but, excluding the

vague and circular exclamations of enjoyment and contentment ("I just like doing it"), by much less substantial proportions of the respondents.\* In short, companionship, relaxation and mental and physical stimulation are viewed by the aging as the major requisites for exacting satisfaction from one's leisure time, with the former two motives given slightly more emphasis than the latter.

TABLE 14

REASON FOR DERIVING SATISFACTION

FROM LEISURE ACTIVITIES\*

|  |     |
|--|-----|
| Companionship; promotes direct inter-personal contact and communication        | 37% |
| Is relaxing or restful   | 32  |
| Provides an opportunity to be outside in the fresh air; to commune with nature | 29  |
| Is a source of healthy exercise, of physical activity                          | 21  |
| Is informative and educational; cultural                                       | 21  |
| Is a source of mental exercise; is challenging, interesting                    | 20  |

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\* The percentages represent those who gave that reason as one of their sources of satisfaction, and thus add to more than 100%.

If a philosophy of leisure exists for the elderly, it is undoubtedly an eclectic one not given to a simple or generalized characterization. The motivational matrix - the need for companionship, physical and mental stimulation, and relaxation -

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\* A complete list is appended to this report in Article II, the Codebook.

which would seem to act as a framework for any such philosophy, is hardly endemic to the aged. However, at least some of the specific activities selected to fulfill these needs - gardening and walking for example - would appear much more peculiar to the senior population; certainly the high percentage who seek satisfaction through reading seems to distinguish the elderly from the more youthful segment of society.

One particularly noteworthy feature of the data generated by this inquiry was the consistency with which a media-oriented response was given by the sample. As stated above, well over half of those interviewed listed a leisure activity directly tied to the mass media, with reading and watching television comprising the vast majority of this list. For the most part, this proportion remained constant throughout variations in age, sex, education, ethnicity, income, living arrangement and health. The only marked discrepancies were exhibited by the Italians who, probably because of their high rate of unilingualism, seemed less prone to so utilize their leisure time; and by the roomers, whose propensity to cite a media-related activity was also lower than average. Also, when activities and reasons were compared, it was not surprising to discover that 3/4 of those who found mental stimulation and relaxation sources of satisfaction engaged in media-oriented pursuits. The tentative conclusion to be drawn is that the majority of seniors looked upon the mass media as one of the three most satisfying means of employing their leisure time; that specifically their utilization of the media took the form of reading newspapers, magazines and books and of watching



television; that these pastimes were satisfying because they afforded mental stimulation and relaxation; and that the 56% of the respondents who listed such activities remains relatively constant, cutting across the usual demographic boundaries.

### 3.4 Impediments to a Full Use of Leisure Time

This portrait of how the elderly optimally expend their leisure hours is best framed by a consideration of what impedes seniors from using their free time as they like (Question 20). While more than half the sample cited no such impediments, 31% claimed that personal health and a further 5% that the health of their spouse acted as hindrances. Those leisure activities most favoured seem to be well within the financial grasp of nearly all of the respondents since only 5% viewed the lack of money as a serious obstacle. Work or house-work, listed by 7% of those interviewed, was also not regarded as a significant impediment; nor, perhaps surprisingly, was inadequate transportation, since a mere 1% felt the use of their free time so encumbered.

TABLE 15

IMPEDIMENTS TO A FULL USE OF FREE TIME\*

|                           |     |
|---------------------------|-----|
| Nothing                   | 52% |
| Personal health           | 31  |
| Health of spouse          | 5   |
| Work/housework            | 7   |
| Lack of money             | 5   |
| Inadequate transportation | 1   |

\* Figures add to more than 100% since respondents were asked to indicate all applicable categories.

Thus health, either of the respondent or of the respondent's spouse, was the only factor largely responsible for preventing an unbridled use of free time. In response to another inquiry designed to elicit the effect of health on mobility (Question 28e), 13% of the sample contended that they were always or frequently kept "from going out;" 25% were sometimes prevented, and 62% rarely or never.

| <u>TABLE 16</u>                             |     |
|---|-----|
| <u>FREQUENCY WITH WHICH HEALTH PREVENTS</u> |     |
| <u>YOU FROM GOING OUT</u>                   |     |
| Always or frequently                        | 13% |
| Sometimes                                   | 25  |
| Rarely or never                             | 62  |

These results partly help to resolve the semantic ambivalence that surrounded the use of the word "adequate" in the question requesting a general description of physical health discussed in Section II. The distribution there - 14% poor or very poor, 27% adequate, 58% good or excellent - closely corresponds to that generated by the mobility question above. The insight given is that, for seniors, health may be defined as adequate even though it can adversely affect mobility and may well impede a full use of leisure time.

Unlike the investigation of overall physical health, the results of more specific inquiries did vary markedly with age. The proportion of the elderly claiming no infringements upon their use of free time decreased steadily from over 3/5 of the seniors between the ages of 65 and 69 to 2/5 of those over 80. Conversely

health loomed large as an impediment for the majority of the octogenarians, but for only 1/4 of those 65 to 69. The number always or frequently prevented by their health from going out rose in even greater increments over the age spectrum; the very elderly were almost four times as likely as the more youthful seniors to be so hindered.

In summary, the leisure needs and practices of the elderly are diverse in character and broad in scope, defying easy categorization under any such arbitrarily assigned dimensions as active versus passive, solitary versus social. Rather the aged too seek to exercise body and mind; they too value relaxation and rest; and they too cherish the companionship of family and friends. Of the many activities chosen to supply these wants, reading was by far the most popular, perhaps because this pastime is less undermined by the problems of ill health that pose the most serious threat to the seniors', and particularly to the aging seniors', unfettered use of their free time. However, when health permits, and the majority of our sample insisted that it almost always does, the Toronto elderly seem to lack neither the imagination nor the capability to employ advantageously the leisure hours now so abundantly in supply.





PART B

THE MEDIA HABITS, PREFERENCES

AND NEEDS OF THE ELDERLY



## THE MEDIA HABITS, PREFERENCES AND NEEDS OF THE ELDERLY

The major focus of our study resides in this part of the report, and involves an attempt to chart accurately the relationship that exists between the senior members of the Toronto populace and the mass media, particularly television, radio, newspapers and, less extensively, books and magazines. This section is divided into 4 major categories: the degree of access to the media by the elderly; the extent of consumption; their preferences both for the three major media and for specific facets of each medium; and the media needs of the aged, not only those to which they gave explicit testimony but also those needs implicit in their overall response.

### IV. Access to the Media

#### 4.1 Television

##### 4.1.1 Television Sets

A full 92% of our sample maintained in their homes at least one working television set (1/5 had more than one), and virtually all of the 4% of those interviewed who were institutionalized had a television either in their room or available to them elsewhere in the building. Both the study performed by the Special Senate Committee on Mass Media in 1969 and BBM statistics for 1973\* reveal that 97% of Ontario households are similarly endowed, indicating that the presence of the television is almost as ubiquitous among the elderly as it is among the rest of society. (These and other comparative statistics appear in Table 17.)

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\* Bureau of Broadcast Measurement, Radio and Television Data, 1973.

TABLE 17

ACCESS TO THE MEDIA

|  | <u>ERG<br/>SAMPLE</u> | <u>ONTARIO<br/>HOUSEHOLDS</u> | <u>METRO TORONTO<br/>HOUSEHOLDS</u> |
|--|-----------------------|-------------------------------|-------------------------------------|
| <u>Television</u>                                |                       |                               |                                     |
| Have one or more working TV sets                 | 92%                   | 97*                           | -                                   |
| Have access to cable                             | 46                    | 39*                           | 44*                                 |
| <u>Radio</u>                                     |                       |                               |                                     |
| Have one or more working radios                  | 92                    | 98**                          | -                                   |
| Have access to FM                                | 67                    | 74*                           | 82*                                 |
| <u>Newspapers</u>                                |                       |                               |                                     |
| Receive at least one daily newspaper             | 72                    | 92**                          | -                                   |
| Read local community papers once a month or more | 28                    | -                             | -                                   |
| Read ethnic press once a month or more           | 12                    | -                             | -                                   |
| <u>Magazines</u>                                 |                       |                               |                                     |
| Receive one or more magazines per month          | 57                    | -                             | -                                   |

Sources: \* BBM Radio and Television Data, 1973.

\*\* Report of the Special Senate Committee on Mass Media (Davey Report), 1969.



#### 4.1.2 Cable TV

Even more significant is the fact that almost one half (46%) of those interviewed were equipped with cable TV.\* In light of BBM figures showing that 44% of the homes in Toronto subscribe to cable, it would seem that Metro seniors are as likely as any other group, if not more so, to have technical access to local community programming.

Surprisingly, there appeared to be no statistical evidence of a correlation between income and cable subscription, other than the slightly greater propensity of those earning \$10,000 or more to have cable equipment. However, much less likely to have access, perhaps simply because of unavailability, were the respondents living in apartments; this is particularly true of those in low-rise dwellings, of whom a meagre 25% possessed sets linked to cable. Conversely over 70% of the Italian-speaking segment of our sample had cable television, a percentage well above that of any other ethnic group. This figure may be explained simultaneously by the large proportion of Italian seniors living in extended families and by the availability on community channels of Italian-language programming. Of the non-subscribers, over 2/5 gave as a reason for their status satisfaction with the present arrangement, 1/5 claimed that cable was not available to them and slightly more than 1/3 deemed the monthly rate too expensive. Our aforementioned inability to detect any variation with income would suggest that this latter group spanned the financial spectrum.

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\* Almost all of the remainder had sets connected to antennae.

## 4.2 Radio

### 4.2.1 Radio Sets and FM Receivers

An identical 92% of the elders questioned stated having one or more working radios in their home; again almost all of the institutionalized at least had access to a set. This compares to the 98% of Ontarians found by Senator Davey's committee to own a minimum of one radio. Metro seniors do seem less enthusiastic about the FM band; whereas BBM shows 82% of Toronto homes and 74% of Ontarians with an FM outlet, only 2/3 of our sample could make the same claim.

## 4.3 Newspapers

### 4.3.1 Daily Newspapers

Despite the seniors' predilection for using their leisure time to read, the frequency with which they receive a daily newspaper is apparently somewhat lower than average. Whereas Davey indicates that 92% of Ontarians and 88% of Canadians in urban centres receive one or more newspapers daily, only 72% of our sample claimed to "get at least one of the daily newspapers" every day; 9% did so no less frequently than once a week; and 11% seldom or not at all.

TABLE 18

HOW OFTEN DO YOU GET AT LEAST ONE OF THE  
DAILY NEWSPAPERS?

|                      |     |
|----------------------|-----|
| Every day            | 72% |
| A few times a week   | 9   |
| Once a week          | 7   |
| Seldom or not at all | 11  |

Here, money does seem to be a strong factor affecting this ratio; as evidenced by Table 19, proportions of the elderly in receipt of a paper daily rise in near even increments as one ascends the economic ladder, in fact, rise from only about 1/2 of those earning \$2,000 or less to over 90% of those whose annual income surpasses \$6,000.

TABLE 19  
EFFECT OF INCOME ON RECEIPT OF A  
DAILY NEWSPAPER

| <u>Annual income</u> | <u>Get one of the daily newspapers every day</u> |
|----------------------|--|
| \$2,000 or less      | 54%  |
| 2,001 - 3,000        | 62   |
| 3,001 - 4,000        | 70   |
| 4,001 - 6,000        | 81   |
| 6,001 or more        | 92   |

Ethnic groups, with the exception of the Yiddish-speaking seniors, also seemed less prone to subscribe to a daily paper. Table 20 reveals that a mere 2/5 respectively of those speaking Italian and of those fluent in a Slavic language, and only 55% of the members of the sample with facility in German, got a paper every day.

TABLE 20

EFFECT OF ETHNICITY ON RECEIPT OF A

DAILY NEWSPAPER

| <u>Ethnicity (language spoken)</u> | <u>Get one of the daily newspapers every day</u> |
|------------------------------------|--|
| English only                       | 78%  |
| Yiddish                            | 80   |
| German                             | 55   |
| Slavic                             | 42   |
| Italian                            | 41   |
| Total sample                       | 72%  |

4.3.2 Ethnic Newspapers

Alternatively, it is something less than revelatory to discover that this same ethnic segment accounted for the vast majority of those who read the ethnic press, with the seniors fluent in Yiddish and the Slavic languages being the most prolific readers. Over half of each of these two groups perused ethnic papers no less often than once a month; almost 2/5 of the German linguists read with such frequency, as did well over 1/4 of the Italians.

TABLE 21

EFFECT OF ETHNICITY ON THE READING OF ETHNIC NEWSPAPERS

| <u>Ethnicity</u> | <u>Read ethnic papers once a month or more</u> |
|------------------|--|
| Slavic           | 56%  |
| Yiddish          | 50   |
| German           | 39   |
| Italian          | 29   |
| English only     | 5  |



#### 4.3.3 Community Newspapers

Local community papers were shunned by a substantial segment of the seniors questioned. A full 2/3 read the community press only seldom, if at all; of the remainder, slightly more than one in ten read once a month and a similar proportion did so once a week.

#### 4.4 Magazines

Of the elderly whom we interviewed, 43% claimed not to "get" any magazines in an average month; nearly 1/3 received either one or two; and about 1/4 three or more. Although neither age nor gender significantly affects the receipt of magazines, the level of education attained does appear to exert a strong influence.

TABLE 22

EFFECT OF EDUCATION ON RECEIPT OF MAGAZINES

| <u>Level of<br/>attained education</u> | <u>Get 3 or more<br/>magazines per<br/>month</u> |
|--|--|
| Some elementary                        | 13%  |
| Completed elementary                   | 12   |
| Some secondary                         | 28   |
| Completed secondary                    | 39   |
| Post-secondary experience              | 58   |
| Total sample                           | 26%  |

Table 22 reflects the fact that respondents with some high school background were more than twice as likely as those with only elementary training to receive 3 periodicals or more per month; while those who had completed high school were over 3 times, and seniors with post-secondary experience nearly 5 times as prone to do so as their lesser-educated counterparts.

## V. Consumption of the Media

### 5.1 Impediments to Consumption

It may be fitting to preface this section on the degree of exposure of Metro seniors to the mass media with a discussion of the extent to which hearing and eyesight maladies affect such exposure.

TABLE 23

EFFECT OF AGE ON HEARING IMPEDIMENTS

| <u>Experienced<br/>difficulty<br/>understanding<br/>spoken words</u> | <u>65-69</u> | <u>70-74</u> | <u>75-79</u> | <u>80+</u> | <u>Total<br/>sample</u> |
|--|--------------|--------------|--------------|------------|-------------------------|
| On radio   | 10%          | 13           | 14           | 27         | 14                      |
| On TV  | 9            | 12           | 14           | 28         | 14                      |
| In conversation  | 12           | 17           | 18           | 41         | 19                      |

EFFECT OF AGE ON SIGHT IMPEDIMENTS

| <u>Eyesight<br/>curtails</u> | <u>65-69</u> | <u>70-74</u> | <u>75-79</u> | <u>80+</u> | <u>Total<br/>sample</u> |
|------------------------------|--------------|--------------|--------------|------------|-------------------------|
| Reading                      | 14%          | 20           | 26           | 41         | 22                      |
| TV viewing                   | 16           | 11           | 12           | 33         | 16                      |

Table 23 reveals that 14% of the sample experienced "difficulty understanding spoken words" on the radio, a like percentage on television, and an understandably higher 19%

were so impeded in conversation. This compares with the 16% of the respondents whose eyesight does not permit "as much TV viewing as (they) would like," and the 22% who for the same reason must curtail their reading.

While neither sex exhibited any greater propensity to be so afflicted, the same table cited above does show marked discrepancies over the age spectrum. There seems to exist a chronological watershed following which problems of hearing and eyesight much more severely impair the seniors' relationship with the media. Whereas the proportion not readily able to hear spoken communication on radio, television and also in conversation remained relatively constant through age 79, it doubled for those seniors 80 or over; more than 1 in 4 of the octogenarians laboured under this handicap when listening to the radio or watching television. Similarly, eyesight undermined the TV viewing of 1 in 3 of those past 80 in contrast to only slightly more than 1 in 10 of their juniors. Although reading impairment increased more gradually with age, there is still a quantitative leap from the 26% aged 75-79 to the 41% aged 80 plus who were seriously affected.

The conclusion to be drawn is that the relationship of younger and middle-aged seniors to radio, television and the print media is affected, but not drastically so, by problems of hearing and eyesight; yet this relationship is significantly undermined for the octogenarians, such impediments being more than twice as pervasive among this group.



## 5.2 Television Consumption

### 5.2.1 Leaving the Set on Without Watching It

We hypothesized that the phenomenon of leaving the television set on without actually watching it may predominate among certain segments of the elderly; however, only 20% of the sample engaged in this practice at all, for periods of time extending anywhere from 30 minutes or less to all or most of an average weekday. (The responses were scattered almost equally across this time plane.) More importantly, none of age, gender, living arrangement or low spirits seemed to foster a tendency to employ television in this manner.

### 5.2.2 Viewing Time During an Average Weekday

Respondents were then asked to indicate the time actually spent viewing during the morning (up to 12 noon), afternoon (to 6 p.m.) and evening of an "average weekday." A mere 7% of the seniors questioned claimed not to watch any television at any of the above times; the over 90% who did averaged about three hours of viewing across the entire day. Two notes of caution should be sounded here. Since our response categories rose in half-hour increments up to "3 hours or more," there is an inherent degree of error in computing such a daily average. Also the survey was conducted during the month of June when consumption of television, at least, tends to be lower than during the winter season. Undoubtedly each of these factors has acted to reduce the overall average. Nevertheless, within these

TABLE 24

TIME SPENT ACTUALLY WATCHING TELEVISION ON AN AVERAGE WEEKDAY

|                               | <u>Morning</u> | <u>Afternoon</u> | <u>Evening</u> |
|-------------------------------|----------------|------------------|----------------|
| Don't watch                   | 77%            | 50               | 8              |
| 30 minutes or less            | 7              | 13               | 5              |
| About 1 hour                  | 7              | 16               | 18             |
| About 1 1/2 hours             | 2              | 5                | 7              |
| About 2 hours                 | 4              | 9                | 21             |
| About 2 1/2 hours             | -              | 2                | 7              |
| About 3 hours or more         | 1              | 6                | 34             |
| Approximate average in hours* | 1.2 hrs.       | 1.4 hrs.         | 2.1 hrs.       |

Approximate daily average of ERG sample - 3.0 hrs.\*  
 Daily average of Ontario men 18+ - 3 hrs. 24 minutes\*\*  
 Daily average of Ontario women 18+ - 4 hrs. 12 minutes\*\*

\* The approximate averages here and elsewhere in the report include tuners only. Those who indicated no tuning are excluded from the average figures. This is also true of all BBM statistics quoted.

\*\* BBM data, 1973.

limitations, this daily figure of 3 hours is a useful approximation and one which accords with the results of a 1971 study undertaken by Richard Davis of the University of Southern California, in which he also discovered that "the majority of the sample viewed an average of 3 hours or even less per day."\* Comparison with 1973 BBM data reveals that such an amount is rather lower than the average of the overall population; Ontario men aged 18 plus watch television for 3 hours and 24 minutes on a normal weekday while women in the same age bracket do so for a substantially greater 4 hours and 12 minutes. Again, however, for the reasons stated above, supplemented by the further fact that BBM performs its surveys in November, this discrepancy may not be as great as it initially appears.

Our findings also mirror Davis' further contention that, while the viewing time of the elderly may be somewhat lower than average, its distribution over the day is very similar to that of the general populace. We too discovered that, as the day progressed, both the number of viewers and the time spent viewing increased steadily; less than 1/4 of those interviewed watched in the morning for an average of about 1.2 hours; one-half did so in the afternoon for approximately 1.4 hours; and the over 90% who tuned in the evening averaged something above 2 hours of viewing.

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\* Richard Davis, "A Descriptive Study of Television in the Lives of an Elderly Population," doctoral dissertation, University of Southern California, September 1972, p. 212.

Closer scrutiny of Table 24 unearths even more marked discrepancies. The morning consumers can be divided into the 14% who watched up to one hour, and the even lower 8% who did so for any more than sixty minutes; in the afternoon, this increased to 29% and 22% respectively. However, in the evening, these proportions skyrocketed to 23% viewing up to one hour, 28% from 1 1/2 to 2 hours, and a full 41% for 2 1/2 hours or longer. Stated otherwise, about 2 in 10 of the seniors questioned were exposed to morning programming, 5 in 10 to afternoon fare, and 9 in 10 to night-time television. A substantial majority of the nocturnal viewers, almost 2 out of 3, watched 2 hours or more; and an equally imposing minority, 1 out of every 3, did so 3 hours or more. Thus, although the seniors' overall daily consumption is perhaps a shade less than average, they are during the evening hours no less likely than the rest of society to have their television sets switched on and switched on for a considerable period of time.

#### 5.2.3 Variations in Viewing Time

It is, of course, critical to examine the effect of demographic and biographic variables on the viewing behaviour of the elderly audience. An initial and startling finding was that age seems not to influence significantly such behaviour, the one exception being that, in the evening, advancing years brought a slightly greater tendency not to watch any longer than two hours. Still, nightly consumption up to that point, and consumption for any length of time during the morning and afternoon exhibited no



variation with age. Here too our results are relatively consistent with those of Davis, who reported that, excluding a small group of "old elderly" who tended to consume less, viewing time remained constant across the age span.

Davis also concluded that the female segment of the senior constituency seemed to spend slightly more time viewing than their male counterparts. Again, we concur and are able to trace this moderate difference to a greater predilection among the women for morning TV exposure. Our data indicated no effect of gender on either afternoon or evening viewing, but showed that 27% of the women as compared to only 16% of the men watched at least some television before noon.

The sample averages did show distortion when seen through the perspective of ethnicity. Morning viewing was unaltered, yet in the afternoon the Italian-speaking seniors were more likely not to watch any television at all; 2/3 so abstained, in comparison with only 1/2 of the sample as a whole. While the other ethnic segments, that is, those speaking German, Yiddish or a Slavic language, did not share this particular propensity, they did join the Italians in manifesting a tendency to limit their noon to 6 p.m. viewing to 60 minutes or fewer. The English-speaking only portion of the respondents were in every time segment no less than twice as likely as the ethnic groups to watch more than one hour (see Table 25).

TABLE 25  
EFFECT OF ETHNICITY ON THE AMOUNT OF TELEVISION VIEWED

| <u>VIEWING<br/>TIME</u> | <u>English only</u> | <u>ETHNICITY (LANGUAGE SPOKEN)</u> |               |               |                |
|-------------------------|---------------------|------------------------------------|---------------|---------------|----------------|
|                         |                     | <u>Yiddish</u>                     | <u>Slavic</u> | <u>German</u> | <u>Italian</u> |
| <u>Afternoon</u>        |                     |                                    |               |               |                |
| Don't watch             | 48%                 | 52                                 | 54            | 58            | 68             |
| Up to one hour          | 26                  | 43                                 | 35            | 33            | 29             |
| More than one hour      | 26                  | 5                                  | 11            | 9             | 3              |
| <u>Evening</u>          |                     |                                    |               |               |                |
| Don't watch             | 6                   | -                                  | 18            | 18            | 16             |
| Up to one hour          | 21                  | 19                                 | 23            | 27            | 26             |
| Up to two hours         | 28                  | 33                                 | 28            | 30            | 32             |
| More than two hours     | 45                  | 48                                 | 32            | 24            | 26             |

For the most part, this pattern held true for the nocturnal hours; indeed, during the evening the more marked practice of the Italians not to view any television spread to their German and Eastern European confrères. Table 25 reflects the fact that 16% of the former and 18% of the latter two were non-consumers, in contrast to a mere 6% of the seniors speaking English only. Once again, the ethnics who were exposed to night programming were much less prone to view extensively; 45% of the English unilinguists watched for more than 2 hours, but only 1/4 of the Italian- and German-speaking respondents and under 1/3 of those fluent in the Slavic languages did likewise. It should be noted that the one exception to this pattern of ethnic variation was displayed by the Yiddish-speaking seniors, none of whom failed to watch TV in the evening, and almost one-half of whom consumed 2 hours or more. With this one qualification then, seniors of ethnic background seem both less likely to view television and, when they do, less likely to view for an extended period of time than do seniors with facility only in the English language. Since a full 95% of the sample claimed the ability to speak or understand English, we can in large measure eliminate the language barrier as an explanation for this phenomenon; the actual reason is, at this point in the investigation, still open to conjecture.

Another negative finding of no little interest was the absence of any real relationship between television consumption and any of living arrangement, level of social activity, or general attitude (low spirits). The archetype of the lonely,

depressed and socially disenfranchised senescent turning to the television for vicarious companionship is simply not substantiated by our data. Being always or frequently in low spirits, experiencing poor or very poor health, establishing social contact with little or no regularity, all seemed to have no impact on the amount of television consumed. Of the various living arrangements adopted by our sample, only the insitutionalized exhibited discrepant viewing patterns; they were much more likely than the others to watch in the morning, and much less so to view at night. Seniors living alone were no more prone than the elderly who resided with others either to watch television or to watch to excess. Indeed Davis inverted the archetype by discovering that those accommodated with others viewed even more hours daily than the solitary. While our results neither support nor contradict this particular finding, they do cast some doubt upon Davis' consequent speculation that

This may attest to the function of television as a socializing agent within the environment. Many subjects indicated that viewing television is a pastime shared with others.\*

While almost 8 in 10 of the respondents questioned lived with other people, only 6 in 10 shared the pastime of television watching with one or more companions; stated conversely, 35% of the sample watched television alone although only 23% actually lived alone. The most remarkable discrepancy occurred among those living without their spouse but in an extended family

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\* "A Descriptive Study of Television in the Lives of an Elderly Population," p. 210.



relationship, a formidable 44% of whom viewed unaccompanied (see Table 26). Therefore, our results reveal both that there is no difference in the amount of television consumed between those living alone and those living with others, and that a significant proportion of the latter do not avail themselves of the opportunity to view in the company of others even when, presumably, that opportunity exists; results which, while not wholly refuting, certainly would lead one to qualify any absolute statement about the efficacy of television as a "socializing agent" for the elderly.

TABLE 26  
LIVING VERSUS VIEWING ARRANGEMENT

| <u>Living arrangement<br/>of the sample</u> |                         | <u>Viewing arrangement<br/>of the sample</u> |                         |
|---|-------------------------|--|-------------------------|
| <u>Live alone</u>                           | <u>Live with others</u> | <u>View alone</u>                            | <u>View with others</u> |
| 23%   | 77                      | 35   | 65                      |

VIEWING ALONE AND LIVING ARRANGEMENT

|                      | <u>Live<br/>alone</u> | <u>With<br/>spouse only</u> | <u>Spouse<br/>and family</u> | <u>Family<br/>only</u> | <u>With<br/>others</u> | <u>Institution-<br/>alized</u> |
|----------------------|-----------------------|-----------------------------|------------------------------|------------------------|------------------------|--------------------------------|
| Watch<br>TV<br>alone | 92%                   | 16                          | 6                            | 44                     | 30                     | 8                              |

### 5.3 Radio Consumption

#### 5.3.1 Listening Time During an Average Weekday

Somewhat later in the interview a question, with the same structure as the earlier inquiry about television, was addressed to the respondents in order to gauge the extent of their radio

listening on an average weekday. Of the sample, 86% tuned in the radio at least sometime during the normal day, a figure not inconsistent with BBM's approximation of the 90% of Canadian adults who listen weekly. However, if our seniors were no less prone to turn on the radio, they did seem less likely to listen as long as other segments of society. The daily listening time of those interviewed averaged somewhat under 2 hours;\* this contrasts sharply with the 2 hours and 42 minutes listened per day by Ontario men 18 plus, and the sizeable 3 hours and 42 minutes by the province's women. BBM national averages indicate that the gap in consumption between male and female seniors is less than that between younger men and women. Our results, which revealed no significant variation with gender at any time during the day, would seem to reflect this fact. On the other hand, it would appear that our aggregation of Metro Toronto seniors, both men and women alike, listened to the radio for considerably shorter periods of time than either their peers nationally or the rest of the adult population provincially.

Closer analysis of Table 27 helps to explicate this finding. The distribution of radio listening time across the day was almost the inverse of that of television; while 70% of the sample turned on their radio in the morning, this dwindled to 48% in the afternoon, and rose only slightly to 55% after 6 p.m. Whereas the amount of television watched increased steadily as the day wore on, the average time devoted to the radio remained a relatively constant one hour across this

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\* This figure is an approximation and subject to the same degree of error cited for the earlier television average. It includes listeners only (see Table 27).

TABLE 27  
TIME SPENT LISTENING TO RADIO ON AN AVERAGE WEEKDAY

|                                  | <u>Morning</u> | <u>Afternoon</u> | <u>Evening</u> |
|----------------------------------|----------------|------------------|----------------|
| Don't listen                     | 30%            | 52               | 44             |
| 30 minutes or less               | 40             | 27               | 26             |
| About one hour                   | 13             | 11               | 13             |
| About 1 1/2 hours<br>or more     | 17             | 9                | 15             |
| Approximate average<br>in hours* | 1.0 hrs.       | 1.0 hrs.         | 1.1 hrs.       |

Approximate daily average of ERG sample - 1.8 hrs.\*  
Daily average of Ontario men 18 plus - 2 hrs. 42 min.\*\*  
Daily average of Ontario women 18 plus - 3 hrs. 42 min.\*\*

\* The approximate averages here and elsewhere in the report include listeners only. Those who indicated no listening are excluded from the average figures. This is also true of all BBM statistics quoted.

\*\* BBM data, 1973.

temporal plane. Indeed, in the noon to 6 p.m. slot, 8 out of every 10 respondents either did not listen to the radio at all or did so for only 30 minutes or less; in the morning and post 6 p.m. periods, 7 out of every 10 seniors made the same claim. This dual portrait suggests that the aged in this city are much more likely to be listening to the radio than watching television in the morning, as given to either pursuit in the afternoon, and more inclined to view the latter medium in the evening. However, those attracted to television are much more prolific in their attentions at any juncture of the day, and this difference increases markedly into the evening hours.

#### 5.3.2 Exposure to FM Radio

Although their degree of access to FM radio was slightly below that of Ontario generally (see page 44), 2 out of every 5 seniors polled devoted some time to the FM band on an average weekday, as compared to but 1 in 5 Ontarians who listen to FM weekly. While this discrepancy may in part be attributable to a paucity of FM stations in certain regions of the province, one nevertheless can surmise that the aging in Toronto who are able to receive FM programming do so as extensively as the entire populace, and quite possibly even more so.

#### 5.3.3 Variations in Listening Time

We stated above that gender seems not to affect radio consumption; age too was only a factor during the morning hours, when those over 75 showed a greater tendency than their



juniors both not to listen at all and, when they did, to confine their listening to 1 hour or less. This proclivity was shared by the Italian- and Slavic-speaking seniors, although not by the English unilinguists nor by those fluent in German or Yiddish.

Living arrangement also seemed to influence the decision to listen to the radio in the forenoon. The institutionalized and those living without a spouse in an extended family were more likely not to hear any radio broadcasting at that time; one might speculate that this latter group has less control over the content selected and thus less desire to listen. In contrast, the roomers displayed a greater predilection for morning radio than the overall sample. Once again those living alone were neither more nor less drawn to the radio than the seniors who resided with others.

Radio consumption, unlike that of television, did vary quite significantly with the level of attained education. Table 28 reveals that, at all times of the day, and particularly during the morning and evening hours, the proportions who chose to listen to the radio at all increased steadily with increased educational status. It appears that the better educated members of the group, while neither more nor less attracted to television than their academic inferiors, did feel a greater need to supplement that medium with some exposure to the radio. We will at this point conjecture that this takes the form of news broadcasts and leave more explicit verification to a later chapter.

TABLE 28  
RADIO LISTENING, BY EDUCATION

|                             | <u>Level of Attained Education</u> |                              |                                  |
|-----------------------------|------------------------------------|------------------------------|----------------------------------|
|                             | <u>Some or all elementary</u>      | <u>Some or all secondary</u> | <u>Post-secondary experience</u> |
| <u>Listen to the radio:</u> |                                    |                              |                                  |
| In the morning              | 64%                                | 76                           | 83                               |
| In the after-noon           | 44                                 | 51                           | 56                               |
| In the evening              | 50                                 | 57                           | 76                               |

Once again, varying income, levels of social activity, physical health and general attitude did not alter the basic listening pattern of the sample.

#### 5.4 Newspaper Consumption

##### 5.4.1 Reading Time During an Average Weekday and Weekend

If the respondents' consumption of the electronic media, while formidable enough, was still slightly below the norm, their avidity for the newspaper definitely reverses this trend. Of those questioned, 83% read the newspaper on a normal weekday for an approximate average time of just under an hour and a quarter; on a regular weekend a like percentage read for a somewhat longer average of about an hour and a half. Such

figures begin to acquire stature when viewed in the light of the Davey Committee's discovery that on the average Canadians claim to spend just over 40 minutes (44 minutes) each day reading a newspaper. Our seniors nearly doubled that output. Indeed, the more detailed breakdown printed in Table 29 indicates that, on a weekday, nearly 2 of every 3 seniors interviewed read one hour or more; almost 1 of 3 for at least an hour and a half; and 1 of 5 for 2 hours or greater. On weekends the totals are even more imposing; over 2/3 of the respondents read no less than an hour, while a substantial 1/3 read 2 hours or more. One might recall the earlier finding that reading was the leisure activity favoured by the greatest proportion of the sample; it is obvious from these results that Metro seniors act upon this inclination.

TABLE 29  
TIME SPENT READING NEWSPAPERS\*

|                              | <u>On the</u><br><u>average weekday</u> | <u>On the</u><br><u>average weekend</u> |
|------------------------------|---|---|
| Don't read                   | 14%                                     | 15                                      |
| 30 minutes or less           | 21                                      | 16                                      |
| About one hour               | 31                                      | 25                                      |
| About 1 1/2 hours            | 11                                      | 12                                      |
| 2 hours or more              | 20                                      | 31                                      |
| Approximate average in hours | 1.2 hrs.                                | 1.5 hrs.                                |

\* Note: Special Senate Committee on Mass Media indicates that the daily average of Canadians aged 44 and over is 47 minutes.

#### 5.4.2 Variations in Reading Time

Also remarkable is the absence of any statistically significant relationship between newspaper consumption and age; this despite the fact that the proportions whose eyesight prevents them from doing "as much reading as they would like" increase from 14% of those 65 to 69 to a full 41% of the octogenarians. To conclude from this that, since reading time remains fairly constant across the age spectrum, octogenarians would, given unfailing eyesight, read even more and for longer periods than younger seniors is surely syllogistic. To conclude that the aged spend twice as much time reading the paper as the average Canadian simply because impaired sight forces them to read more slowly (that is, to discriminate between more and longer, quantity and time), is perhaps accurate in part, but not to the point. Rather, the relevant conclusion that must be drawn is that the newspaper is very much a solid fixture in the life of the senior citizen, and that, regardless of age and eyesight that becomes increasingly debilitated with advancing age, seniors are willing to devote almost twice as much time as the rest of the populace to have it remain so.

Gender had little or no effect on weekend reading habits; however, on the average weekday women seemed more inclined than men to confine their reading to no more than one hour and a half.



Of the ethnic groups, the Italians again were the most aberrant; over half did not spend any time reading either during the week or on the weekend, as compared to 14% and 15% of the entire sample. The reading habits of the German- and Slavic-speaking seniors can serve as a paradigm of a phenomenon applicable to the sample in aggregate. As Table 30 evidences, they were almost as disposed as others to engage in at least a measure of newspaper reading on a normal weekday - 76% of the Germans and 81% of the Slavs did so - even though, as reported in Section 4.3, only 55% and 40% respectively claimed to "get" a daily paper every day. Similarly, if less glaringly, 83% of the sample as a whole did some weekday newspaper reading although only 72% received a paper daily. The implication is that seniors are likely to read the same paper over a period of days and to read it scrupulously.

TABLE 30  
ENGAGE IN AT LEAST SOME NEWSPAPER READING,  
BY ETHNICITY

|   | <u>Ethnicity (language spoken)</u> |                |               |               |                |
|---|------------------------------------|----------------|---------------|---------------|----------------|
|   | <u>English</u><br><u>only</u>      | <u>Yiddish</u> | <u>Slavic</u> | <u>German</u> | <u>Italian</u> |
| <u>Engage in some</u><br><u>newspaper</u><br><u>reading</u> |                                    |                |               |               |                |
| On the average<br>weekday                                   | 89%                                | 81             | 81            | 76            | 48             |
| On the average<br>weekend                                   | 89                                 | 90             | 79            | 76            | 46             |

While seniors who had been exposed to some elementary education read less, reading behaviour remained constant through all the other educational levels. The fact that the non-reading Italians comprised a large percentage of those with partial elementary training explains this deviation, and leads to the conclusion that the newspaper consumption of senior citizens is extensive regardless of educational status.

### 5.5 Books and Magazines

Table 31 reveals the frequency with which magazine articles were read by the sample, as well as the number of books completed in an average month. The sample's affinity for printed matter seems particularly born out in their consumption of books; over 1 of every 2 seniors read at least one book per month, and nearly 1 of 5 completed four or more.

TABLE 31  
FREQUENCY OF READING MAGAZINE ARTICLES

|                      |     |
|----------------------|-----|
| Every day            | 11% |
| A few times a week   | 22  |
| Once a week          | 16  |
| Seldom or not at all | 47  |

NUMBER OF BOOKS READ

|              |     |
|--------------|-----|
| None         | 44% |
| One          | 17  |
| Two          | 10  |
| Three        | 8   |
| Four or more | 19  |

Here too these totals were not distorted by either gender or age; and again the Italians, but not the other ethnic groups, proved themselves much less interested in reading. In this instance, however, the level of education attained did have a marked effect. (The strong relationship between education and the monthly receipt of magazines described earlier certainly prepares one for such a finding.) Table 32 illustrates this effect; higher academic achievement brought with it a steady increase in the proportions of seniors attracted to books and magazines. This stands in stark contrast to the absence of any relationship between extensive newspaper reading and educational status.

TABLE 32  
MAGAZINE AND BOOK READING,  
BY EDUCATION

|  | <u>Level of education attained</u> |                                 |                           |                                |                            |
|--|------------------------------------|---------------------------------|---------------------------|--------------------------------|----------------------------|
|  | <u>Some<br/>elementary</u>         | <u>Completed<br/>elementary</u> | <u>Some<br/>secondary</u> | <u>Completed<br/>secondary</u> | <u>Post-<br/>secondary</u> |
| Read<br>magazine<br>articles<br>once a week<br>or more | 25%                                | 47                              | 59                        | 65                             | 80                         |
| Read one or<br>more books in<br>an average<br>month    | 30                                 | 48                              | 66                        | 71                             | 82                         |

## VI. Media Preferences

This chapter will attempt to describe the newspaper, television and radio preferences exhibited by our sample of senior citizens; the first three sub-sections detail their preferences for programme types or features endemic to each specific medium, the latter, their affinities when the media are presented to them collectively.

### 6.1 Television

#### 6.1.1 Programme Preferences

There seem to be certain discrepancies in the accounts other investigators have recorded of the television programming leanings of the older population. One might compare Richard Davis' discovery with Rolf Meyersohn's synopsis of Leo Bogart's earlier finding:

Davis:           The majority of the elderly preferred news programmes, situation comedies, and comedy and musical variety programmes in that order. Their least favourite programmes were game shows, sports, and movies in that order.\*

Meyersohn on Bogart:

The elderly "have a greater interest in concrete, non-fictional entertainment in which they or people like them play an important role...(and a) lesser interest in more abstract and less personal forms." They enjoy quiz and audience participation shows, and variety, but exhibit a less than average interest in serious drama and mystery.\*\*

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\* "A Descriptive Study of Television in the Lives of an Elderly Population," p. 258.

\*\* Rolf Meyersohn, "An Examination of Commercial Entertainment," in Aging and Leisure, R. Kleemier, ed. (New York: O.U.P., 1961).



In an effort to resolve such ambiguity, and, if necessary, to distinguish stated preference from actual practice, two separate questions were addressed to the respondents; one required them to rank various types of television programmes from very to not at all enjoyable; the other asked them to list the three tv programmes they watched most often.

Results of the first inquiry (see Table 33) reveal that the sample professed to derive the greatest enjoyment from news and public affairs; a full 86% found such shows to be either very or moderately enjoyable. Of those interviewed, 79% and 74% extracted the same degree of satisfaction from nature and wildlife and musical variety shows respectively. Comedies, movies, travel-ogues and quiz and panel programmes were all so ranked by somewhat over 3/5 of the sample; documentaries and sports by slightly less than that proportion. In contrast, a mere 1 in 4 could attest to even moderate enjoyment of soap operas, and only about 1 in 3 were attracted to westerns. Thus, a majority of the Metro seniors polled extracted either extreme or moderate enjoyment from all but two of the listed programme types.

The findings of the second inquiry - an attempt to discover the three most often watched programmes - are also recorded in Table 33. For the purpose of comparison, the specific shows cited were reassimilated under the generic headings employed in the earlier question;\* the most frequently watched programmes

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\* It should be noted that, other than news, chosen by 29% of the sample, the most popular individual shows were 'Lawrence Welk' and 'All in the Family,' selected by 16% and 15% respectively. No other specific show was cited even half as frequently. A complete list of the programmes listed by at least 1% of the sample appears in the Codebook, appended as Article II.

TABLE 33  
PREFERENCE FOR TYPES OF TELEVISION PROGRAMMES

| <u>Programme type</u>   | Found the programme type<br>"very or moderately"<br>enjoyable | Listed as "one of the 3 programmes<br>watched most often" shows which<br>could be categorized under the<br>following types |
|-------------------------|---|--|
| News and public affairs | 85 %  | 29 %   |
| Nature and wildlife     | 79  | 8  |
| Musical variety         | 74  | 29   |
| Comedies                | 63  | 25   |
| Movies                  | 63  | 4  |
| Travelogues             | 62  | 1  |
| Quiz and panel          | 61  | 24   |
| Drama                   | 61  | 26   |
| Documentaries           | 57  | 3  |
| Sports                  | 56  | 18   |
| Westerns                | 35  | 6  |
| Soap operas             | 25  | 10   |

were news and musical variety, each listed by 29% of the sample as one of their three choices. Dramas of a light, not serious, nature, comedies and quiz and panel shows were only slightly less popular in that approximately 1/4 of the elderly claimed them as part of their triumvirate. Sports programmes were selected by 18%, soap operas by 10%, and other types, including nature and wildlife, westerns, movies, documentaries and travelogues, by no more than 8%.

These results give proof of the overwhelming popularity of TV news among the seniors, and, concomitantly, of their use of the medium as a source of information. Also the respondents seemed relatively acceptant and uncritical of the available television fare; in each case, a majority of those polled experienced at least moderate enjoyment from all of the basic programming types except westerns and soap operas. Although the degree of satisfaction may vary, it would appear that seniors, like many others, tend to watch most often what is most readily available; or, stated more negatively, seniors too will watch what they may not fully enjoy. Besides the news, musical variety, quiz and panel shows and dramas were all about as likely to be frequently viewed, if not as likely to be enjoyed, by any given member of the sample. The major discrepancies in the two questions occurred among those types of programmes less frequently aired on television.

Nature and wildlife shows, second in popularity only to the news, displayed the greatest dichotomy; although almost 8 of every 10 seniors enjoyed such programmes, less than 1 in 10 included them among their most often watched shows. Travelogues and documentaries exhibited similarly aberrant patterns. It would seem that among seniors there is a demand for shows of this type that is simply not being met by existing television scheduling.

We might return to the two excerpts quoted at the beginning of this section to quarrel with Davis' contention that the elderly disfavour game shows; and although we would agree with Bogart's claim that seniors display "a greater interest in concrete, non-fictional entertainment," we would add the qualification that their enjoyment of "more abstract and less personal forms" such as drama, mystery or comedy is only slightly lower, and does not prevent them from frequently viewing such programmes.

Preference for the various programme types was unaffected by age; however, females were somewhat more likely to find drama, quiz and panel shows, and musical variety very enjoyable and much more likely to be gratified by soap operas. The men sustained the archetype by being more drawn to sports and westerns.

The Italians, perhaps because of the large proportion who were non-viewers of television, were much less prone than either the other ethnic groups or the sample as a whole to



find any programme type very enjoyable. Alternatively, they were the only respondents to place ethnic shows in the most often watched category: no doubt a reflection on the range of ethnic programming available on Metro telecasts.

Higher education brought with it a greater professed enjoyment of documentaries, some slight preference for travelogues, and a disinclination to reap satisfaction from movies and westerns. Although seniors with higher academic status were no more likely than their lesser-educated peers to find news and public affairs very enjoyable, they did exhibit a greater tendency to list the news as one of their most frequently viewed programmes.

#### 6.1.2 Information versus Entertainment

Having ascertained the sample's specific television preferences, we thought it advisable to determine the direction in which Metro seniors felt that the medium should generally place its emphasis — towards more information or better entertainment. Consequently, respondents were asked:

Generally speaking, would you say that TV should do more in the way of providing information material or should it concentrate on providing the best entertainment possible?

Our ulterior, and no less significant, motive was to follow the same tack taken by Gary Steiner in his magnum opus, The People Look at Television. Steiner found that advancing age brought a marked increase in information consumed although no increase in information requested. He further maintained

that "older viewers watch substantially more TV and most of the increment comes from newscasts and public affairs;"\* indeed, the component of his sample aged 65 and over devoted nearly half of their viewing to information-oriented programming.

Of course, Steiner's claim that the elderly watch substantially more TV does not accord with either our finding or that of Richard Davis. While we do know that the Metro seniors questioned did exact their greatest enjoyment from news and public affairs, not having issued diaries, we are not aware of the proportion of their total consumption comprised by such programming. However if our measurement of the information/entertainment dichotomy is an indication, the proportion for Metro seniors is not nearly as high as Steiner would have it. Whereas his group was almost equally divided between the information and entertainment function, the Toronto elderly were much more likely to regard television as a vehicle for entertainment; 47% so stated, while a mere 17% opted for the former function and 1/4 for a dual role (see Table 34). It would seem that while, or perhaps because, the overall sample derived more satisfaction from news and public affairs than from any other type of programme, they were relatively satisfied with the medium's performance of its informational function and felt, instead, that television should concentrate on more artfully playing its role as an entertainer.

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\* Gary Steiner, The People Look at Television (New York: Alfred A. Knopf, 1963), p. 174.

TABLE 34  
SHOULD THERE BE MORE INFORMATION OR  
BETTER ENTERTAINMENT ON TV?

|                          | <u>ERG sample</u><br><u>(65 and over)</u> | <u>Steiner sample</u><br><u>(65 and over)*</u> |
|--------------------------|---|--|
| More information         | 17%                                       | 32   |
| Better entertainment     | 47  | 37   |
| Should do both           | 25  | 31   |
| Don't know/<br>no answer | 11  | -  |

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\* From a nation-wide study conducted in the United States and described by Gary Steiner in The People Look at Television (New York: Alfred A. Knopf, 1963).

This tentative conclusion must be qualified, however, by noting that all of the ethnic groups - the Italian-, German-, Slavic- and Yiddish-speaking seniors - were much more likely than the English unilinguists to insist that television either act as an informational conduit or serve in a dual capacity. Table 35 outlines the contrast. Nearly 3/5 of the English segment felt that television should focus primarily on entertainment; among the ethnic members, the proportion in each case was substantially less, ranging from about 2/5 of the German linguists to a mere 1/5 of the Italians.

TABLE 35  
INFORMATION OR ENTERTAINMENT ON TV,  
BY ETHNICITY

|                         | <u>English<br/>only</u> | <u>German</u> | <u>Slavic</u> | <u>Yiddish</u> | <u>Italian</u> |
|-------------------------|-------------------------|---------------|---------------|----------------|----------------|
| More<br>information     | 17                      | 19            | 35            | 32             | 25             |
| Better<br>entertainment | 59                      | 42            | 33            | 32             | 19             |
| Should<br>do both       | 24                      | 39            | 31            | 37             | 56             |

Gender and education effected less significant alterations in the overall average. Males were only somewhat more prone to favour more information; those who had at least completed high school were more apt, not to request more informational material specifically, but to feel that television should serve both functions.



### 6.1.3 Television News

Having broached the subject of television as a dispenser of information, we can turn to a discussion of the frequency with which the seniors interviewed claimed to watch television news. Table 36 reveals that 2/3 of our sample did so daily; the remainder were almost as likely not to watch at all than to watch sporadically. According to the Davey Committee's calculations, such figures are comparable to those of the average Ontarian but are rather less than those of Canadians over the age of 44, a surprising result in light of Steiner's earlier-cited contention that advancing age brings a marked increase in information consumed on television. Yet a more detailed breakdown of our data by age, including the under 65 group so scrupulously ignored to this point, does lend a measure of support to Steiner's thesis (see Table 37). Daily consumption of TV news did increase significantly after the age of 65 and remained constant up to 80, whereupon it declined considerably but still not below the under 65 ratio. The octogenarians, then, did display less fondness for TV news, although one might recall that they were no more unwilling than their juniors to devote extensive amounts of time to the newspaper.

TABLE 36  
FREQUENCY OF WATCHING TV NEWS

|                           | <u>ERG</u><br><u>sample</u> | <u>Ontarians*</u> | <u>Canadians</u><br><u>44 and over*</u> |
|---------------------------|-----------------------------|-------------------|---|
| Daily                     | 67%                         | 66                | 75                                      |
| Several times a week      | 10                          | 18                | 14                                      |
| About once a week or less | 8                           | 14                | 11                                      |
| Don't watch               | 14                          | 2                 | -                                       |

\* Source: Special Senate Committee on Mass Media, 1969.

TABLE 37  
EFFECT OF AGE ON DAILY VIEWING OF  
TELEVISION NEWS

| <u>Age</u>  | <u>Watching TV news daily</u> |
|-------------|-------------------------------|
| Under 65    | 52%                           |
| 65 - 69     | 72                            |
| 70 - 74     | 69                            |
| 75 - 79     | 70                            |
| 80 and over | 56                            |

Ethnic variations polarized around the Italian- and Yiddish-speaking members of the sample; a mere 1/5 of the former watched the news on television daily, in stark contrast to the over 90% of the latter group who did so.

Gender exerted no influence on this practice, nor, more importantly, did education; the latter finding reaffirms Steiner's discovery that the better-educated may request, but do not actually consume, larger quantities of information.

The times at which news telecasts are viewed by senior citizens is undoubtedly germane. As evidenced in Table 38, the early evening and the 11:00 p.m. news were watched by nearly equal proportions of the sample (57% and 49% respectively), while morning viewers were negligible in number. Not surprisingly, the likelihood of 11 o'clock news viewing became less as age increased, particularly beyond 75, and as health declined. The avidity of the Yiddish seniors for televised news was manifested in their greater tendency to watch at all times during the day; conversely the disinclination displayed by the Italians, Germans and Slavs was rooted mainly in their below-average interest in the late-night telecasts.

TABLE 38

WHEN DO YOU USUALLY WATCH THE NEWS?

|             |    |
|-------------|----|
| Morning     | 4% |
| Evening     | 57 |
| 11:00 p.m.  | 49 |
| Don't watch | 13 |

WATCH THE 11:00 P.M. NEWS,

BY AGE AND ETHNICITY

| <u>Age</u>  | <u>Watch the<br/>news at<br/>11 o'clock</u> | <u>Ethnicity<br/>(language<br/>spoken)</u> | <u>Watch the<br/>news at<br/>11 o'clock</u> |
|-------------|---|--|---|
| 65 - 69     | 58%   | English only                               | 54%   |
| 70 - 74     | 56  | Yiddish                                    | 67  |
| 75 - 79     | 40  | Slavic                                     | 43  |
| 80 and over | 36  | German                                     | 36  |
|             |   | Italian                                    | 21  |

6.1.4 "New Directions"

We might interject here the results of a question designed to gauge the interest in or knowledge of a local CBC programme entitled "New Directions," aired each Monday afternoon and aimed directly at the senior citizen audience. Its producers will not be heartened by the fact that a scant 2% of our sample had ever watched the show.



## 6.2 Radio

### 6.2.1 Station Preference

By a large margin, CFRB was the radio station most frequently listened to by the seniors whom we interviewed; 57% of the sample so responded. Trailing in popularity were stations CKEY, favoured by 9%; CBL-AM, by 5%; and CHIN, by 4%. All other channels were cited by 3% or less of the respondents.

With the exception of the Yiddish-speaking group, seniors of ethnic background were much less likely to be drawn to CFRB than were the English unilinguists. The Italians of course turned to CHIN;\* the Germans and Slavs to other unspecified stations.

This inquiry was immediately followed by another which asked the respondents why they preferred that station. The quality of the news broadcasts was the most critical factor in establishing their choice; 38% of the sample gave that as their determining reason. The personality of the announcer was almost as important a requisite, deemed so by 31% of the seniors polled. Finally, an enjoyment of the music broadcast ranked as a distant, but not un-emphasized, third criterion; 23% cited this as the motivating concern, while a like percentage tuned simply out of force of habit.

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\* CHIN is a Toronto AM radio station whose multi-lingual format is directed at a variety of ethnic minorities in the city.

TABLE 39  
WHY DO YOU LIKE THAT PARTICULAR RADIO STATION?

|                              |     |
|------------------------------|-----|
| Like the news broadcasts     | 38% |
| Like the announcers          | 31  |
| Like the music               | 24  |
| Habit, just like the station | 23  |

#### 6.2.2 Programme Preferences

Once again, the seniors were required to state their preferences for specific types of radio shows. The six programming categories listed and the full results are published in the adjoining table. Initially striking is the lack of response generated by all but the latter two programme types -- news and music. Over 1/3 of the respondents did not listen to or could not indicate the extent of their preference for interview-discussion or religious programming; 1/2 could not do so for radio dramas and phone-in talk shows. Indeed, in direct contrast to television, the majority of the sample exacted no more than very little enjoyment from any of the programme types except news and public affairs and music.

Less than 1 in 5 of the seniors questioned experienced even moderate enjoyment in dramas and phone-in talk shows; obviously the "hot-line" phenomenon leaves the elderly audience disaffected. Opinion was more polarized around interview-

TABLE 40  
PREFERENCE FOR TYPES OF RADIO PROGRAMMES

| <u>Programme type</u>   | <u>Very or<br/>moderately<br/>enjoyable</u> | <u>Very little<br/>or not at all<br/>enjoyable</u> | <u>Don't listen<br/>(don't know,<br/>no answer)</u> |
|-------------------------|---|--|---|
| News and public affairs | 82%   | 3  | 15  |
| Music                   | 77  | 6  | 17  |
| Interview-discussion    | 45  | 20   | 35  |
| Religious               | 39  | 23   | 38  |
| Phone-in talk show      | 17  | 32   | 51  |
| Drama                   | 15  | 35   | 51  |

discussion and religious broadcasts; the positive conclusion is that of the over 3 in 5 seniors who ventured an appraisal of these shows, 2 were able to claim at least moderate enjoyment.

However, here the sample did reaffirm the thesis that emerged from the results of the preceding question; that is, for the aged, as indeed for many others, the main source of satisfaction with the radio resides in the news broadcasts and the music. That  $3/4$  and  $2/3$  of the sample deemed news and music respectively to be very enjoyable suggests that the elderly appreciate such fare on the radio as much as they do on television.

The enjoyment of religious programmes showed the most marked variation with demographic fluctuations. Advancing years yielded a slightly greater preference for this type of show. Gender exerted an even more forceful influence in that women were twice as likely to be very satisfied by religious broadcasts as were men. The German, Slavic and Yiddish linguists were also more strongly attracted than were their Italian- and English-speaking peers.

#### 6.2.3 Radio News

To return to the subject of media information, the frequency with which our sample heard radio newscasts is presented in Table 41. Given that 73% of those questioned listened at least once a day, it would seem that news on this



medium is as attractive, if not somewhat more so, to the Metro elderly as that on television. Only 10% listened any less frequently, an indication that consumption of one or more daily newscasts is de rigeur for almost all who tune to the radio for any length of time during an average day.

TABLE 41

FREQUENCY OF RADIO NEWS-LISTENING

|                           |     |
|---------------------------|-----|
| At least once a day       | 73% |
| Several times a week      | 5   |
| About once a week or less | 5   |
| Don't listen              | 17  |

Whereas there was a noticable disinclination among the octogenarians to view news telecasts, the rate of listening to news broadcasts remained constant across the age spectrum. Ethnicity did not bring the same polarization here as it did for television; those speaking English only were the most ardent consumers, followed by the Yiddish-speaking seniors who listened with only slightly less regularity; and then by the Germans, Slavs and the Italians, all of whom, particularly the latter, displayed a greater disinclination to hear a radio newscast daily.

Other than those with only some elementary training (which can again be explained by the preponderance of Italians in this echelon), there was no significant relationship between

education and the frequency of radio news listening. Yet we had earlier noted a very strong relationship between higher academic status and total radio consumption, and conjectured at that time that news broadcasts may well be the motivating factor. This speculation may still be valid in that the better-educated may be more likely to listen to radio news not merely "at least once" but several times a day. A further possibility is that they are more drawn to the other main source of radio satisfaction — the music played — than are the more poorly trained. Indeed, the proportions professing to find musical programming very enjoyable did increase somewhat as one ascended the academic ladder.

#### 6.2.4 Commercials

Having now discussed the radio and television preferences of the senior citizens in our sample, we might include here a resumé of their attitudes towards the ubiquitous commercials on these two media. The question read:

On the whole do you find radio and TV commercials to be interesting, annoying, or are you indifferent?

About 2/3 of the respondents were annoyed by such advertising either sometimes or consistently; 22% had been numbed into indifference, and a stalwart 9% found commercial "messages" interesting.

TABLE 42

ATTITUDE TOWARDS RADIO AND TELEVISION COMMERCIALS

|                    |      |
|--------------------|------|
| Annoying           | 42 % |
| Sometimes annoying | 23   |
| Indifferent        | 22   |
| Interesting        | 9    |

6.3 Newspapers

6.3.1 Daily Newspapers Preferred

The Toronto Star was the daily newspaper "read regularly" by 3/4 of the seniors polled; 21% favoured the Globe and Mail (although this proportion rose steadily through the educational ranks to nearly 1/2 of those with post-secondary experience); and only 7% regularly perused the Toronto Sun. About 1/3 of the Italians, or somewhat under 2% of the entire sample, read the Corriere Canadese.

TABLE 43

NEWSPAPERS READ REGULARLY

|                          |     |
|--------------------------|-----|
| <u>Toronto Star</u>      | 75% |
| <u>Globe and Mail</u>    | 21  |
| <u>Toronto Sun</u>       | 7   |
| <u>Corriere Canadese</u> | 2   |

### 6.3.2 Newspaper Features Preferred

Another inquiry dealt with the three features in the daily newspaper that were most often read. Table 44 presents those sections which were cited by 10% or more of the sample; the complete list is appended as Article II, the Codebook. The five most popular features — local and international news, the front page, columnists and editorials — are in themselves graphic proof that the reading habits of the elderly, already shown to be extensive in quantity, are also serious in nature and comprehensive in scope.

TABLE 44

THE THREE FEATURES IN THE DAILY NEWSPAPER

READ MOST OFTEN\*

|                              |     |
|------------------------------|-----|
| Local news                   | 37% |
| International news           | 30  |
| Front page                   | 29  |
| Columnists                   | 25  |
| Editorials                   | 24  |
| Sports                       | 20  |
| Family or women's section    | 20  |
| Births, deaths and marriages | 13  |
| Business and finance         | 13  |
| Letters to the Editor        | 10  |

\* The percentages represent those who listed each feature as one of the three most often read, and therefore add to more than 100%. All other sections of the newspaper were cited by 8% or less of the respondents.



Age brought no alteration to these basic preferences. However, females were more drawn to the Births, Deaths and Marriages section, to the columnists and, of course, to the women's pages. Other than sports, men were more likely to favour business and finance, editorials and, although here the discrepancy was not as large, news of all types. Business and finance and editorials were the only sections for which affinity grew greater with higher education.

#### 6.4 How the Media Compare

In order to evaluate the relative importance attached to each medium by the elderly audience a series of questions was addressed to the respondents "about how radio, newspapers and TV compare." The basis for comparison and the results are displayed in the adjoining table. The all too formidable array of statistics therein indicates that, by a healthy margin, a majority of seniors felt that of the three media television is the most entertaining (deemed so by 63%); the best source of companionship (by 58%); the most relaxing (by 51%); and best allows you to see life as others live it (by 65%). The other two media trailed far behind in each of these categories, although the radio was considered slightly more relaxing than the newspaper (23% selected the former, 16% the latter); and a somewhat better source of companionship (17% to 13%).

TABLE 45  
HOW THE MEDIA COMPARE

|   | Television | Newspaper | Radio | All the same | None, don't know, no answer |
|---|------------|-----------|-------|--------------|-----------------------------|
| a) Allows you to see life as others live it   | 65%        | 13        | 5     | 6            | 12                          |
| b) Is the most entertaining   | 63         | 13        | 11    | 11           | 3                           |
| c) Is the best source of companionship  | 58         | 13        | 17    | 6            | 7                           |
| d) Is the most relaxing   | 51         | 16        | 23    | 6            | 6                           |
| e) Gives the best information about things you need or want to buy                                  | 12         | 61        | 6     | 8            | 13                          |
| f) Gives the best information about available entertainment   | 17         | 59        | 7     | 5            | 12                          |
| g) Is the best source of information about such things as pensions, health insurance and income tax | 13         | 47        | 9     | 11           | 22                          |
| h) Best allows you to remember what you have learned  | 44         | 28        | 5     | 13           | 11                          |
| i) Creates the most interest in new things going on   | 44         | 26        | 9     | 12           | 10                          |
| j) Is the most important to you   | 43         | 26        | 16    | 11           | 4                           |
| k) Is the least important to you  | 16         | 22        | 35    | 10           | 17                          |
| l) Gives the best news coverage   | 34         | 29        | 24    | 10           | 5                           |
| m) Best reflects Canadian conditions and culture  | 28         | 28        | 9     | 12           | 25                          |

The newspaper was favoured by a no less substantial majority as the vehicle best able to meet informational needs of an immediate and personal nature. It was selected by 3 of every 5 respondents as the medium superior in furnishing information both "about things one needs or wants to buy" and "about available entertainment." Here television ranked a distant second and radio an almost invisible third. Thus it would appear that the 2/3 of the sample who experienced annoyance at broadcast commercials are much more attentive to newspaper advertising.

Although the newspaper far outpolled its rivals in being chosen by nearly half of the seniors as "the best source of information about such things as pensions, health insurance and income tax," nevertheless, a sizeable minority of 22% either did not or could not respond to the question, and thus implied by their silence that none of the media is adequately serving this function.\* This may well be one area, and a critical one at that, in which the informational needs of the elderly are not being fully met by the mass media.

Which of the instruments of mass communication might most efficiently impart such information to the aged is to some degree a function of which best allows them "to remember what they have learned." A surprising 44% of the sample

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\* An even larger minority of 25% were unable to answer an inquiry about which medium "best reflects Canadian conditions and culture"; television and newspapers were selected as the optimal progenitors of Canadiana by an equal, but equally scant, 28% of the sample.

claimed that television best fortifies the caves of memory; despite the fact that print can be read at leisure and re-read at will, only 28% selected the newspaper; radio, chosen by a mere 5%, would appear to be a much less effective learning tool for the senior citizen.

Therefore, although our respondents read more than the average person and viewed somewhat less, they still professed that the fruits of their endeavours are better preserved by television than by the newspaper. In this regard, it is interesting to note that, perhaps not coincidentally, the results of an inquiry about which medium "creates the most interest in new things going on" duplicate those of the retention question described above.

We have already discovered that, for the aged, news is a singularly attractive feature on radio and television, as well as in the daily paper. However, opinion was divided on the issue of which medium provides the best news coverage. In this instance, television only slightly outdistanced its competitors, being favoured by 34% of the sample in comparison to the 29% and 24% who opted for newspapers and the radio respectively.

Given the time our seniors spent reading the newspaper, this result does appear somewhat anomalous. Indeed, in a similarly worded question, Steiner discovered that the newspaper was nearly twice as preferred as the other media by those aged 65 to 69, and nearly three times by those over 70.



TABLE 46

FURTHER MEDIA COMPARISONS

|                                     | <u>Television</u> | <u>Newspapers</u> | <u>Radio</u> | <u>All the same</u> |
|-------------------------------------|-------------------|-------------------|--------------|---------------------|
| <u>Gives the best news coverage</u> |                   |                   |              |                     |
| ERG sample                          | 34%               | 29                | 24           | 10                  |
| Steiner*                            | 25                | 46                | 25           | -                   |
| 65 to 69                            |                   |                   |              |                     |
| 70 plus                             | 16                | 61                | 21           | -                   |
| <u>Is the most important to you</u> |                   |                   |              |                     |
| ERG sample                          | 43%               | 26                | 16           | 11                  |
| Steiner*                            | 38                | 45                | 11           | -                   |
| 65 to 69                            |                   |                   |              |                     |
| 70 plus                             | 33                | 44                | 15           | -                   |

Gives the best news coverage

ERG sample

34%

29

24

10

Steiner\*

25

46

25

-

65 to 69

70 plus

16

61

21

-

Is the most important to you

ERG sample

43%

26

16

11

Steiner\*

38

45

11

-

65 to 69

70 plus

33

44

15

-

\* Gary Steiner, The People Look at Television (New York: Alfred A. Knopf, 1963).

He also found that a plurality of seniors in each age group designated the daily paper as their most important medium (see Table 46). In contrast, 43% of the ERG sample applied that designation to television, only 26% to the newspaper and 16% to radio.\* Yet the anomaly begins to dissipate when one realizes that in grading the relative importance of the media, the respondents were actually assessing the value they attached to those functions best performed by each medium. Television was viewed as the major repository of relaxation, companionship and entertainment; the newspaper as the richest fund of necessary, if rather pragmatic, information.\*\* One trades in luxury commodities, the other in more staple goods; since seniors do devote enough time and energy to the newspaper to ensure the preservation of the latter, and since there is no reason to suspect that the elderly are any less hedonistic than others, it is not surprising that the vehicle which provides the former should be so highly regarded. A further anomaly — that reading was the most popular leisure activity of the aged — may also dissipate with the speculation that, other than the newspaper, the type of reading preferred is that which promotes relaxation and entertainment, that which becomes a "good companion."

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\* The results of the "least important" question are a rough mirror image of its positively phrased counterpart.

\*\* One can speculate that, for many, what makes the newspaper the best source of information on available entertainment is its TV guide.

## VII. The Media Needs of the Elderly

### 7.1 Radio and Television

#### 7.1.1 Programming Needs

We might open this section with a discussion of those media needs explicitly testified to by the seniors in their reaction to a question which read:

Are radio and television providing too much, too little, or just about enough of the following types of programming?

The programme categories and the full results appear in Table 47. Again the low rate of response is significant; as many as one half and no less than one quarter of the sample were unable to respond to the specific components of this question. This dearth of opinion may be rooted in a lack of interest among the aged for such programming or, what is in certain cases more likely, in a general lack of availability.

At any rate, seniors definitely did not feel satiated by any of the types of shows listed; the only programme for which any more than 5% of the respondents claimed an over-abundance were phone-in talk shows (11%). Conversely these shows evoked the smallest proportion (6%) who felt that too little was being furnished. This result, along with the 51% who did not even bother to record an answer, confirms our earlier speculation that such phone-in programmes are simply not attractive to the elderly audience.

The data here also reaffirm a further claim made in the preceding section that radio and television are not adequately

TABLE 47  
ATTITUDES TOWARDS THE PROVISION OF PROGRAMME MATERIAL  
BY RADIO AND TELEVISION

|  | <u>Too little</u> | <u>Enough</u> | <u>Too much</u> | <u>Don't know,<br/>no answer</u> |
|--|-------------------|---------------|-----------------|----------------------------------|
| Information about health, pensions<br>and government programmes            | 50                | 21            | 1               | 27                               |
| Information about services and<br>organized activities for older<br>adults | 45                | 21            | 1               | 32                               |
| Education for retirement   | 39                | 20            | 2               | 39                               |
| Religious programmes   | 26                | 44            | 3               | 27                               |
| General educational and<br>cultural programmes                             | 25                | 36            | 3               | 37                               |
| Indoor hobbies and crafts  | 21                | 27            | 1               | 51                               |
| Recreational activities  | 15                | 52            | 5               | 28                               |
| Phone-in talk shows  | 6                 | 32            | 11              | 51                               |



fulfilling the needs of the aging for "information about health, pensions and government programmes." A full 50% of the sample deemed the current amounts of such programming to be insufficient. An only slightly lower 45% noted a paucity of "information about services and organized activities for older adults" and 39% stated that there was too little programming on retirement education. (Seniors with post-secondary experience were even more prone to making such complaints.) One might recall, however, that this material basically falls within the compass of information of an immediate and practical nature, for which the seniors have already cited the newspaper as their major source.

A 52% majority of those interviewed felt that recreational activities were given sufficient exposure by the broadcast media. A 44% plurality made the same claim of religious programmes, although in this instance a substantial minority of 26% professed that, on the contrary, there were not enough shows of a religious nature on the air waves. Indeed, as evidenced by Table 48, this discontent increased markedly with age. Of the seniors who submitted an answer, 46% of those between the age of 75 and 79 and over half of the octogenarians decried the lack of religious programmes on radio and TV.

Opinion was also divided over the extent to which material on indoor hobbies and crafts was available; the 27% who said enough, were opposed by the 21% who claimed too little, while a sizeable 51% did not, or what is probably more to

the point, could not respond. Seniors were relatively more content with the provision of general educational and cultural programmes, although once again the satisfied 36% were confronted by a formidable 1/4 of the sample who expressed dissatisfaction. The ethnics, especially the German-, Slavic- and Yiddish-speaking respondents, were rather more likely than those fluent only in English to be part of the discontented group.

TABLE 48  
TELEVISION AND RADIO ARE NOT PROVIDING ENOUGH  
RELIGIOUS PROGRAMMES, BY AGE

| <u>Age</u>  | <u>Too little religious<br/>programming</u> |
|-------------|---|
| 65 - 69     | 29%   |
| 70 - 74     | 28  |
| 75 - 79     | 46  |
| 80 and over | 52  |

In summary, many in our sample contended that radio and television have been remiss in supplying information of direct, practical relevance to the elderly; a vocal minority were displeased with the supply of programming on general education and culture, indoor hobbies and crafts, and religion. In contrast, most of those who ventured an opinion saw no shortage of phone-in talk shows or programmes outlining recreational activities.

### 7.1.2 Medium Preferred to Fulfill Programming Needs

A supplement to this question provided the respondents with the same list and asked:

Ideally, would you prefer the following programmes to be on radio or television?

A plurality of the seniors polled considered television the vehicle best suited for all of the programmes except phone-in talk shows. A majority of 59% and 56% respectively felt that recreational activities and indoor hobbies and crafts should be seen on television; and 47% selected that medium as most suitable for general educational and cultural programmes. Television was also the specific choice of the greatest proportion of seniors to air religious shows; education for retirement; information about services and organized activities for older adults; and facts about health, pensions, and government programmes. However, in each of these instances, the aggregate of those who either chose the radio or stated that both media were equally viable was larger than the group who specifically selected television.

Thus, while television was the general favourite (especially among the Yiddish-speaking seniors), and was overwhelmingly thought most effective in the presentation of recreational and cultural programmes, radio was considered an acceptable alternative for religious and informational material.\* This becomes an important factor in that the latter category - information of personal utility - was the one for which the

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\* Respondents with high-school diplomas and particularly those with a post-secondary background were more disposed to accepting these programme types on either medium; perhaps because, as previously noted, higher education increased the attraction of radio generally.

TABLE 49

WOULD YOU PREFER THE FOLLOWING TYPES OF  
PROGRAMMES TO BE ON RADIO OR TELEVISION?

|  | <u>T.V.</u> | <u>Radio</u> | <u>Both<br/>same</u> | <u>None,<br/>don't know/<br/>no answer</u> |
|--|-------------|--------------|----------------------|--|
| Recreational activities  | 59%         | 7            | 16                   | 18   |
| Indoor hobbies and crafts  | 56          | 5            | 11                   | 28   |
| General educational and cultural programmes                          | 47          | 14           | 17                   | 22   |
| Religious programmes   | 39          | 16           | 25                   | 21   |
| Education for retirement   | 39          | 13           | 30                   | 18   |
| Information about services and organized activities for older adults | 39          | 16           | 29                   | 16   |
| Information about health, pensions and government programmes         | 37          | 17           | 33                   | 13   |
| Phone-in talk shows  | 23          | 23           | 14                   | 40   |



sample expressed the greatest need; yet a factor which should be qualified by the recollection that the sample also professed a much greater ability to remember what they had learned on television than on the radio.

## 7.2 Religion and the Media

### 7.2.1 Religious Affiliation and Religiosity

Given both the origin of this study, and the significant portion of the seniors who voiced dissatisfaction with the media's provision of religious programming, it is not inappropriate to scrutinize in more detail the subject of the elderly and their religion. The religious affiliation of the sample, their professed religiosity and the extent to which they were prevented from attending religious services by problems of health, transportation or weather, are all presented in Table 50. While the results are self-explanatory, one might add that the Catholics displayed a propensity three times that of the Protestants or Jews to describe themselves as very religious; and that the very religious (ergo the Catholics) were rather more likely always or frequently to be prevented from attending services if only because they were rather less likely not to attend at all.

### 7.2.2 Religious Programming

Respondents were also asked to indicate the degree of importance they attached to religious programming on radio and television and, for those who did so to at least a moderate extent, where the locus of emphasis in such programming should reside. Table 51 records that religious programming played either a very or moderately important role in the lives of nearly

TABLE 50

THE ELDERLY AND THEIR RELIGION

| <u>Religious affiliation</u> |     | <u>Religiosity</u> |
|------------------------------|-----|--------------------|
| Protestant                   | 69% |                    |
| Roman Catholic               | 19  | Very religious 17% |
| Jewish                       | 5   | Moderately 66      |
| None                         | 4   | Not religious 17   |
| Other                        | 3   |                    |

PREVENTED FROM ATTENDING RELIGIOUS SERVICES DUE TO

WEATHER, HEALTH OR TRANSPORTATION

|                    |     |
|--------------------|-----|
| Always/frequently  | 15% |
| Sometimes          | 14  |
| Rarely             | 22  |
| Never/don't attend | 48  |

3 of every 5 seniors questioned, and that 1 of 4 evaluated the role as extremely important. Just as those aged 75 or over were more likely to state that religious broadcasts were too few in number, they were also more inclined to affix importance to the programmes already extant; over 70% of the seniors in that age bracket did so.

TABLE 51  
IMPORTANCE OF RELIGIOUS PROGRAMMING ON  
RADIO AND TELEVISION

|                         |     |
|-------------------------|-----|
| Very important          | 24% |
| Moderately important    | 34  |
| Little or not important | 40  |

RELIGIOUS PROGRAMMING IS VERY OR MODERATELY  
IMPORTANT, BY AGE

| <u>Age</u>  | <u>Very or moderately<br/>important</u> |
|-------------|---|
| 65 - 69     | 54%                                     |
| 70 - 74     | 53                                      |
| 75 - 79     | 73                                      |
| 80 and over | 72                                      |

Females displayed a greater proclivity, as did seniors of Italian birth, to value religious shows. Those susceptible to low spirits were also somewhat more likely to do so. Whereas respondents of all denominations were as given to attaching at least moderate importance to religious programmes, Catholics

were more likely to consider them very important; it follows then that the degree of importance attached varied directly with religiosity.

Table 52 describes the feelings of the sample on the issue of what, if anything, should receive more emphasis in religious programming. The religious service itself ranked with hymn singing and music as the two features most deserving of greater emphasis; an equal proportion of respondents felt that the current format should remain unchanged, while about half that number thought sermons and inspirational messages merited further attention.

TABLE 52  
WHAT SHOULD RECEIVE MORE EMPHASIS IN  
RELIGIOUS PROGRAMMING?\*

|                        |     |
|------------------------|-----|
| Hymn singing, music    | 18% |
| Church services        | 17  |
| Nothing                | 16  |
| Inspirational messages | 9   |
| Sermons                | 7   |

\* Answered only by those who deemed such programming very or moderately important.

We can conclude that religious programming is a definite media need of the elderly population; although this need is shared by a substantial majority of all seniors of all denominations, it becomes particularly pronounced among those of more advanced age and of more intensive religious commitment.



VIII. The One Most Important Problem That Senior Citizens  
Face in Life

Before attempting to assimilate the salient findings of our survey, it may be profitable to digress somewhat from a strict focus on the media and discuss what our respondents perceived to be "the one most important problem that senior citizens face in life." The generic phrasing of the question elicited answers based upon an appraisal of the lot of all senior citizens, and not necessarily upon the situation of the individual respondent.\* Perhaps the danger therein is that fallacious and stereotypical views of the elderly may be held not only by other segments of society but, in certain cases, by the elderly themselves. Armed with this qualification then, one can see in Table 53 that the problem of foremost apparence to the elderly was loneliness and the need for companionship; this problem was critical for 34% of the entire sample and for an even more substantial 45% of its female segment. Indeed, ills of a psychological nature were given more emphasis overall than those either of economic or physiological origin. In addition to the 1 in 3 who cited loneliness, 9% considered inactivity, boredom, or the need for some hobby or interest to be a major irritant; and 5% felt seniors were most afflicted by the

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\* This becomes obvious from the fact that almost 1/2 of the respondents with an annual income of \$10,000 or more, in comparison to under 1/3 of the sample as a whole, cited some form of economic difficulty as the major problem.

neglect or patronization of others.

Economic deficiencies were ranked second in gravity by those questioned; 25% felt that the lack of money is the most serious problem confronting the senior citizen, while a further 5% specifically pointed to the high cost of living. A less emphasized but no less severe problem was poor or failing health; 12% of the respondents stated that health is the most disruptive factor. Other responses, none of which were given by any more than 3% of the sample, are listed in full in the Codebook appended to this report.

| <u>TABLE 53</u>  |     |
|--|-----|
| <u>THE ONE MOST IMPORTANT PROBLEM THAT SENIOR CITIZENS</u> |     |
| <u>FACE IN LIFE</u>  |     |
| <u>Psychological</u>                                       |     |
| Loneliness   | 34% |
| Inactivity or boredom;<br>need for a hobby or interest     | 9   |
| Feeling unwanted or<br>patronized by others                | 5   |
| <u>Economic</u>  |     |
| Lack of money  | 25  |
| High cost of living/of food                                | 5   |
| <u>Physiological</u>                                       |     |
| Poor or failing health                                     | 12  |

Thus, loneliness was perceived by our sample, and particularly by the women therein, as the most acute problem besetting the senior population. Although the prevalence of

this response was affected by gender, it remained relatively constant through changes in age, income, living arrangement and levels of social activity. It appears that all seniors, regardless of their individual situation, are likely to view loneliness as a debilitating affliction. Since nearly all of our seniors had access to at least the broadcast media, it would also seem that the vicarious companionship provided by these vehicles, most notably by television, may mitigate but certainly do not eliminate such feelings. Perhaps implied in the companion problem noted by the respondents -- the inactivity and boredom often bred by loneliness -- is an outline of the path best taken by the media to help relieve this ill; that is, not simply to mirror activity for, but to promote the activity of the elderly viewer. The seniors' dissatisfaction with the amount of extant programming on indoor hobbies and crafts, and their preference for television as the best medium for the presentation of this material, suggests one base from which such a policy might be launched.

## IX. Discussion of the Major Findings

Our findings certainly substantiate the thesis that the mass media play an extensive and vital role in the lives of senior citizens in Metropolitan Toronto. A media-oriented response was included by more than one of every two seniors interviewed in their list of most satisfying leisure activities. Access to radio and television was almost universal, and the time devoted on an average weekday to each of those media as well as to the newspaper was substantial. Our sample averaged approximately 3 hours per day watching television; something under 2 hours listening to the radio; and well over 1 hour reading the newspaper.\* While the elderly's consumption of radio and, less conclusively, of television, was a little below the average of the entire adult population, their daily allotment of time to the newspaper exceeded by almost 100% the national average.

For the most part these figures showed very little fluctuation across demographic boundaries. The only variation with age was a slightly greater tendency among "older" seniors to limit their evening viewing of television to no more than two hours. Also, with the exception of the Yiddish-speaking respondents, ethnics generally watched less television, and the Italians in particular spent less time reading the paper. But none of income, physical or mental health, degree of social activity, or living arrangement seemed to have any significant effect on the total amount of watching, listening or reading.

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\* As explained previously, these averages are approximate and are based upon those who engage in at least some viewing, listening or reading on an average weekday.



This is not to say that the ill, the depressed or the solitary are not more reliant upon the mass media than others; but these results do indicate that such reliance, if it is greater, does not take the form of higher levels of consumption. The converse, however, is equally striking; that is, that the level of consumption, and thus, one assumes, the importance of the mass media remain formidable for the senior citizen regardless of age or socio-economic station.

The distribution over the day of the elderly's interaction with the media is certainly germane to those concerned about programming specifically for a senior audience. In this respect the viewing behaviour of our sample was not dissimilar from that of the general populace; both the proportion who watched and the time spent watching increased significantly as the day progressed. Only about 20% viewed in the morning, 50% in the afternoon and over 90% - or all of those with access - watched at least some television in the evening. Inversely, the 70% of the seniors who tuned to the radio in the morning dwindled to about half of the sample doing some listening during the afternoon and evening hours. Also those attracted to television watched for a higher average of time over each of the three periods of the day than did those drawn to the radio. Thus a radio producer would find the likelihood of encountering a sizeable elderly audience greatest in the forenoon, his television counterpart in the post-6:00 p.m. time period. In the afternoon, they each could normally expect one in every two, or about 90,000 senior Torontonians to be recipients.

Our study reinforces the contention of others that the informational function of the mass media is of primary importance to the senior citizen. News and public affairs were rated the most enjoyable of all the programme types both on TV and radio; on the former medium, the news was cited almost twice as frequently as any other single show as one of the three programmes watched most often; on the latter, the quality of news broadcasts was the most emphasized criterion in the evaluation of preferred radio stations. In the daily newspaper, the five most popular features were all of a serious "hard" news orientation. The comparative split in opinion as to which medium provides the best news coverage further confirms the fact that the elderly employ and employ extensively each of the three major media to supply their general informational needs.

By a large margin, television was deemed the best source of relaxation, entertainment and companionship. The high value placed on these qualities by the aging is reflected both in their choice of television as the medium of greatest importance to them, and in their desire that it concentrate, not on furnishing more informational material, but on providing the best entertainment possible. Overall, seniors seem relatively acceptant of existing television fare; the majority exacted at least moderate enjoyment from all programme types except westerns and soap operas. Other than news and public affairs, musical variety and nature and wildlife were the most popular shows.

In contrast, news and music were the only shows on the radio for which a majority of the sample professed enjoyment. While opinion was divided over religious and interview-discussion programmes, phone-in talk shows and radio dramas were distinctly unattractive to the senior audience.

Although, as indicated above, the respondents implied their satisfaction with television's provision of general informational material, they did express discontent with the performance of the broadcast media in furnishing information of more pragmatic and personal relevance. Fifty percent of the seniors claimed that the information offered over radio and television about health, pensions and government programmes has been inadequate; 45% felt this was no less true of material about services and organized activities for older adults; and 39% stated so about education for retirement. While seniors considered the newspaper the best source for information of this nature, the apathy of the broadcast media, and especially of television, in this area remains significant for several reasons. First, the degree of access to the newspaper was much less extensive than that to the other media, and was strongly affected by income. (Only 72% of the entire sample and a scant 54% of those with an annual income of \$2,000 or less received a newspaper daily.) Also, television was the vehicle most preferred by seniors to present material of all kinds; its suitability as a conduit for the type of information described above is further enhanced by our finding that a

plurality of those questioned considered that it best allows them to remember what they have learned. While the aging do place strong emphasis on the entertainment qualities of television, their intense enjoyment of television news suggests that the information/entertainment functions can be successfully wed; it would appear that this medium has an opportunity, indeed an obligation, to do so in supplying the needs of the elderly for information of immediate and personal concern.

A substantial minority of the sample remarked on the dearth of religious material on the air waves, a significant omission in that 60% of all the respondents and more than 70% of those aged 75 and over attached at least moderate importance to religious programming. Although television was the first choice, here radio was at least deemed a palatable alternative for the presentation of such fare.

However television alone was clearly thought best equipped to fill other areas of need — documentaries, travelogues, and, most evidently, nature and wildlife shows were three notable examples. The extent of the availability of these types of programmes does not at all accord with the high degree of enjoyment that seniors apparently derive from them. Material on general education and culture, and particularly on indoor hobbies and crafts, was also thought inadequate. Given the sample's feeling that the most acute



problems besetting senior citizens are loneliness and the inactivity and boredom that often accompany and perhaps even spawn such loneliness, fuller emphasis on this latter area of programming — indoor hobbies and crafts — may well be of immense benefit to the elderly population. Television might better mitigate loneliness among the aging by serving not as a mirror of but as a catalyst for activity.

In this realm it is surely cable TV which most effectively can be employed to the advantage of the senior citizen. One of the most heartening findings of this study was the discovery that 46% of the elderly whom we interviewed had access to television sets linked to a cable system; a figure 2% higher than that for Metro Toronto as a whole. That seniors are as likely as others in the city to be equipped to receive cable stations, that the media needs of the elderly are not in all cases being met, and that television is in many of these instances the medium most suitable to furnish these wants, all encourage cable operators in their stated commitment to air worthwhile and effective community programming. The major public and private television networks, given the near universal access to them by the aged, are perhaps still the most desirable outlets to provide for the basic, and particularly the informational wants of the elderly; even in the non prime-time afternoon hours, the potential viewing audience would constitute one-half of the entire senior population of the city. (That a mere 2% of our sample had ever

watched CBLT's "New Directions" testifies not to the lack of need for such a show, but either to an unawareness of its existence or to a deficiency in its format.) However, the cablecaster, freer of commercial exigencies, is consequently freed to programme in the evening hours when virtually all of the elderly are tuned; is freed to programme both to the general senior audience and to its disparate parts (the ethnics for example); and, most important, is freed to transform the medium into a vital instrument capable of meeting the broader needs of the aging populace — needs which do exist and which demand satisfaction.

## X. Highlights

1. In listing their three most gratifying leisure activities, 56% of the sample included media-oriented responses, of which reading and TV viewing comprised the vast majority. Mental stimulation and relaxation were most often cited as the reasons for deriving enjoyment from these media-related pastimes.
2. While the elderly did favour many solitary leisure pursuits, social activities were only slightly less popular; indeed, companionship was overall the most frequently cited source of satisfaction.
3. Health, either of the respondent or of the respondent's spouse, was the only major impediment to an unbridled use of free time.
4. The relationship of younger and middle-aged seniors to radio, television and the print media was affected, but not drastically so, by problems of hearing and eyesight; yet this relationship was significantly undermined for the octogenarians, such impediments being more than twice as pervasive among this group. However, the total consumption of each of these media remained relatively unaltered by age.

5. Of the seniors interviewed, 92% maintained in their homes at least one working television set and one radio. A full 46% were equipped with cable TV, a rate of incidence slightly higher than that for all of Metro Toronto.
6. The over 9/10 of the sample who claimed to watch television on a normal weekday averaged about 3 hours of daily viewing.\* While this amount is slightly below the average for the entire adult audience, its distribution across the day is very similar to that of the general populace. As the day progressed both the number of viewers and the time spent viewing increased steadily. Less than 1/4 of those interviewed watched in the morning for an average of about 1.2 hours; 1/2 did so in the afternoon for approximately 1.4 hours; and the more than 90% who tuned in the evening averaged something above 2 hours of viewing.
7. Viewing behaviour was not significantly influenced by age, the one exception being that, in the evening, advancing years brought a slightly greater tendency not to watch any longer than 2 hours.

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\* The averages quoted here and elsewhere are approximations and include consumers only. Those who indicated no consumption are excluded from the average figures. Again, for reasons cited in the body of the report (pp. 51-53), this daily viewing average of 3 hours is probably an underestimation.



8. Excluding the Yiddish-speaking, seniors of ethnic background were both less likely to view television and, when they did, less likely to view for an extended period of time than were seniors with facility only in the English language.
9. Being always or frequently in low spirits, experiencing poor or very poor health, establishing social contact with little or no regularity, all seemed to have no impact on the quantity of television (or radio) consumed. There was also no difference between the amount of viewing time recorded by those living alone and by those residing with others; furthermore, a significant portion of the latter did not watch television in the company of others despite the apparent opportunity to do so.
10. On television, seniors professed to derive the greatest enjoyment from news and public affairs, nature and wildlife, and musical variety programmes; soap operas and westerns were least enjoyed. News and musical variety were also the most frequently watched shows, although light drama, comedies, and quiz and panel offerings were viewed only slightly less often.
11. Of the sample, 47% felt that television should concentrate on providing the best entertainment possible; 17% that it should furnish more informational material; and 25% claimed

that the medium should perform both functions. However, all of the ethnic groups were much more likely than the English unilinguists to insist that television either act as an informational conduit or serve in a dual capacity.

12. Two-thirds of those interviewed watched television news daily; the remainder were almost as likely not to watch at all than to do so any less frequently. (An even greater 73% listened to news broadcasts on the radio at least once a day.) The early evening and the 11:00 p.m. news telecasts were seen by nearly equal proportions of the seniors (57% and 49% respectively); viewers of morning newscasts were negligible in number.
13. A scant 2% of our respondents had ever watched CBLT's "New Directions," a local programme aired each Monday afternoon and aimed directly at the senior citizen audience.
14. The 86% of our Toronto sample who tuned to the radio on a normal weekday averaged something under 2 hours of daily listening, an amount considerably less than either their peers nationally or the rest of the adult population provincially. The distribution of radio listening time across the day was almost the inverse of that of television;

while 70% of the respondents turned on their radio in the morning, this dwindled to 48% in the afternoon, and rose only slightly to 55% after 6 p.m. Whereas the amount of television watched increased steadily as the day wore on, the average time devoted to the radio remained a relatively constant one hour across this temporal plane.

15. Better educated seniors, while no less attracted to television than their more poorly educated peers, did feel a greater need to supplement that medium with some exposure to the radio.
16. By a large margin, CFRB was the radio station most frequently listened to by the seniors whom we questioned. The quality of the news broadcasts was the most critical factor in determining their choice of radio channel; the personality of the announcer and the type of music played followed in importance.
17. News and music were the most enjoyed fare on the radio, dramas and phone-in talk shows the least gratifying. Opinion was polarized around interview-discussion and religious broadcasts.

18. The frequency with which the respondents received a daily newspaper was somewhat lower than average in that only 72% did so every day; this proportion was strongly affected by income, falling to a scant 54% of those with annual earnings of \$2,000 or less.
19. However, 83% of those polled read the newspaper on a normal weekday for an approximate average of just under one hour and a quarter; on a regular weekend a like percentage read for a somewhat longer average of about an hour and a half. This allotment of time exceeds by almost 100% the national average; it remained constant regardless of age and of eyesight that becomes increasingly debilitated with advancing age. Only the Italian-speaking seniors were less prolific in their attention to the newspaper.
20. Three-quarters of the seniors interviewed were regular readers of the Toronto Star, while 21% favoured the Globe and Mail. The five most often read newspaper features were local and international news, the front page, columnists, and editorials; an indication that the reading habits of the elderly are not only extensive in quantity, but serious in nature and comprehensive in scope.
21. By a healthy margin, a majority of seniors felt that of the three media (radio, television and newspapers), television is the most entertaining, the most relaxing and the



best source of companionship. A plurality also claimed that that medium best promotes retention and is overall of greatest importance to them. However, the newspaper was favoured by a no less substantial majority as the vehicle best able to meet informational needs of immediate and personal concern. Opinion was fairly evenly divided on the issue of which medium provides the best news coverage.

22. A great many in our sample contended that radio and television have been remiss in supplying information of direct, practical relevance to the elderly (that is, about health, pensions, income tax, organized activities, pre-retirement education, etc.); a vocal minority were displeased with the provision of programmes on general education and culture, indoor hobbies and crafts, and religion. (The dissatisfaction with the supply of religious content becomes especially significant in light of the fact that almost 3/5 of the entire sample and more than 70% of those aged 75 or over attached at least moderate importance to such shows.) Also, the extent of the availability of documentaries, travelogues, and particularly nature and wildlife shows does not at all accord with the high degree of enjoyment that seniors apparently derive from them. Television was the general favourite of the respondents as the medium best suited to fill all of these programming needs; however, in the case of informational and religious material, radio was considered an acceptable alternative.

23. Loneliness and the need for companionship were perceived by our sample, and particularly by the women therein, to be the most acute problem besetting the senior population. Financial deficiencies were ranked second in gravity, and failing health third.

APPENDIX

Article I

Questionnaire

Respondent's Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Interviewed by \_\_\_\_\_

Date \_\_\_\_\_

Interview started at \_\_\_\_\_ a.m.  
p.m.

Interview finished at \_\_\_\_\_ a.m.  
p.m.

In the first part of the survey, we would like to ask you about television.

1. IF RESIDENT OF AN INSTITUTION ASK 1(a) AND (b)

(a) Do you have a working television in your room?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

(b) Do you have access to a television elsewhere in the building?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

OTHER THAN RESIDENTS OF AN INSTITUTION ASK 1(c)

(c) How many working television sets do you have in your home?

|            |                       |   |
|------------|-----------------------|---|
| GO TO 1(g) | None                  | 1 |
|            | One                   | 2 |
| ASK 1(d)   | Two or more           | 3 |
|            | Don't Know, No Answer | X |

IF HAVE (ACCESS TO) TELEVISION

(d) Are you on cable T.V.?

|            |                       |   |
|------------|-----------------------|---|
| GO TO 1(g) | Yes                   | 1 |
| ASK 1(e)   | No                    | 2 |
|            | Don't Know, No Answer | X |



IF NOT ON CABLE

- (e) Could you please tell me why you don't have cable?  
CIRCLE ALL THAT APPLY

|                             |   |
|-----------------------------|---|
| Too expensive               | 1 |
| Don't want cable, satisfied | 2 |
| Cable not available         | 3 |
| Other (SPECIFY) _____       |   |
| _____                       |   |

IF NOT ON CABLE

- (f) Is the television you watch connected to an outside antenna?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Only "rabbit ears"    | 3 |
| Don't Know, No Answer | X |

ALL

- (g) Now generally, with how many people do you watch television or do you watch it alone most of the time?

|                                       |   |
|---------------------------------------|---|
| Watch alone                           | 1 |
| Watch with one other person           | 2 |
| Watch with two other people           | 3 |
| Watch with three or more other people | 4 |
| Don't watch, don't know, no answer    | X |
| Other (SPECIFY) _____                 |   |

IF HAVE (ACCESS TO) TELEVISION

2. (a) We find that many people leave their television set on even though they are not actually watching it. How much time during the average weekday is your television on although you are not actually watching it?

|                                       |   |
|---------------------------------------|---|
| Don't leave T.V. on                   | 1 |
| 30 minutes or less                    | 2 |
| About 1 hour                          | 3 |
| About 1½ hours                        | 4 |
| About 2 hours                         | 5 |
| About 2½ hours                        | 6 |
| About 3 hours                         | 7 |
| About half of the day                 | 8 |
| All or most of the day                | 9 |
| Don't Know, No Answer, Does Not Apply | X |

ALL

- (b) Now on an average weekday, how much time do you spend actually watching television? Let's start with the morning. How much time do you spend watching television during the morning of an average weekday (up to 12 noon)?
- (c) What about in the afternoon? (up to 6 p.m.)
- (d) And how about in the evening? (after 6 p.m.)

|                       | (a)<br><u>Morning</u> | (b)<br><u>Afternoon</u> | (c)<br><u>Evening</u> |
|-----------------------|-----------------------|-------------------------|-----------------------|
| Don't watch           | 1                     | 1                       | 1                     |
| 30 minutes or less    | 2                     | 2                       | 2                     |
| About 1 hour          | 3                     | 3                       | 3                     |
| About 1½ hours        | 4                     | 4                       | 4                     |
| About 2 hours         | 5                     | 5                       | 5                     |
| About 2½ hours        | 6                     | 6                       | 6                     |
| About 3 hours or more | 7                     | 7                       | 7                     |
| Don't Know, No Answer | X                     | X                       | X                     |

3. In terms of your own personal preferences, which of the following types of television programmes do you find very enjoyable, moderately enjoyable or very little or not at all enjoyable:

|                              | <u>Very<br/>Enjoyable</u> | <u>Moderately<br/>Enjoyable</u> | <u>Very<br/>Little or<br/>Not At All</u> | <u>Don't<br/>Watch,<br/>DK/NA</u> |
|------------------------------|---------------------------|---------------------------------|--|-----------------------------------|
| 1. comedies                  | 1                         | 2                               | 3  | X                                 |
| 2. documentaries             | 1                         | 2                               | 3  | X                                 |
| 3. dramas                    | 1                         | 2                               | 3  | X                                 |
| 4. movies                    | 1                         | 2                               | 3  | X                                 |
| 5. westerns                  | 1                         | 2                               | 3  | X                                 |
| 6. soap operas               | 1                         | 2                               | 3  | X                                 |
| 7. quiz and panel shows      | 1                         | 2                               | 3  | X                                 |
| 8. nature and wildlife shows | 1                         | 2                               | 3  | X                                 |
| 9. news and public affairs   | 1                         | 2                               | 3  | X                                 |
| 10. sports                   | 1                         | 2                               | 3  | X                                 |
| 11. travelogues              | 1                         | 2                               | 3  | X                                 |
| 12. musical variety shows    | 1                         | 2                               | 3  | X                                 |

33

4. Generally speaking, would you say that T.V. should do more in the way of providing information material or should it concentrate on providing the best entertainment possible?

|                       |   |
|-----------------------|---|
| More Information      | 7 |
| Better Entertainment  | 8 |
| Should do both        | 9 |
| Don't Know, No Answer | X |

5. Please tell me which three T.V. programmes you watch most often.  
LIST UP TO THREE

|   |  |   |
|---|--|---|
| 1.                                      |  |   |
| 2.                                      |  |   |
| 3.                                      |  |   |
| Don't Watch T.V., Don't Know, No Answer |  | X |
|   |  |   |
|   |  |   |
|   |  |   |

46

6. (a) Do you watch the news on T.V. daily, several times a week, about once a week, or less than once a week?

|                                     |   |
|-------------------------------------|---|
| Daily (6 or 7 times)                | 1 |
| Several times a week (3 to 5 times) | 2 |
| About once a week (1 or 2 times)    | 3 |
| Less than once a week               | 4 |
| Don't watch                         | 5 |
| Don't Know, No Answer               | X |

- (b) When do you usually watch the news? In the morning, in the early evening or at 11:00 p.m.? CIRCLE ALL THAT APPLY

|                       |   |
|-----------------------|---|
| Morning               | 1 |
| Evening               | 2 |
| 11:00 p.m.            | 3 |
| Don't watch           | 4 |
| Don't Know, No Answer | X |

- (c) How about the news on the radio? Do you hear the news at least once a day, several times a week, about once a week, or less than once a week?

|                                       |   |
|---------------------------------------|---|
| At least once a day (6 or more times) | 1 |
| Several times a week (3 to 5 times)   | 2 |
| About once a week (1 or 2 times)      | 3 |
| Less than once a week                 | 4 |
| Don't listen                          | 5 |
| Don't Know, No Answer                 | X |



7. (a) Are radio and television providing too much, too little or just about enough of the following types of programming?

|  | <u>Too<br/>Much</u> | <u>Enough</u> | <u>Too<br/>Little</u> | <u>DK/NA</u> |
|--|---------------------|---------------|-----------------------|--------------|
| General educational and cultural programmes                          | 1                   | 2             | 3                     | X            |
| Indoor hobbies and crafts  | 1                   | 2             | 3                     | X            |
| Phone-in talk shows  | 1                   | 2             | 3                     | X            |
| Religious programmes   | 1                   | 2             | 3                     | X            |
| Recreational activities  | 1                   | 2             | 3                     | X            |
| Education for retirement   | 1                   | 2             | 3                     | X            |
| Information about services and organized activities for older adults | 1                   | 2             | 3                     | X            |
| Information about health, pensions and government programmes         | 1                   | 2             | 3                     | X            |

57

(b) Ideally, would you prefer the following programmes to be on radio or television?

|  | <u>Radio</u> | <u>T.V.</u> | <u>Both<br/>Same</u> | <u>None,<br/>DK/NA</u> |
|--|--------------|-------------|----------------------|------------------------|
| General educational and cultural programmes                          | 1            | 2           | 3                    | X                      |
| Indoor hobbies and crafts  | 1            | 2           | 3                    | X                      |
| Phone-in talk shows  | 1            | 2           | 3                    | X                      |
| Religious programmes   | 1            | 2           | 3                    | X                      |
| Recreational activities  | 1            | 2           | 3                    | X                      |
| Education for retirement   | 1            | 2           | 3                    | X                      |
| Information about services and organized activities for older adults | 1            | 2           | 3                    | X                      |
| Information about health, pensions and government programmes         | 1            | 2           | 3                    | X                      |

65

8. (a) For you personally, is religious programming on radio and T.V. very important, moderately important or of little or no importance?

|                         |   |
|-------------------------|---|
| Very important          | 7 |
| Moderately important    | 8 |
| Little or not important | 9 |
| Don't Know, No Answer   | X |

IF VERY OR MODERATELY IMPORTANT

(b) What would you personally like to see receive more emphasis in religious programming?

|                        |   |
|------------------------|---|
| Nothing                | 1 |
| Church Services        | 2 |
| Hymn Singing, Music    | 3 |
| Sermons                | 4 |
| Inspirational Messages | 5 |
| Other (SPECIFY) _____  |   |

67

IF RESIDENT OF AN INSTITUTION ASK 9(a) AND (b)

9. (a) Do you have a working radio in your room?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

(b) Do you have access to a radio elsewhere in the building?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

OTHER THAN RESIDENTS OF AN INSTITUTION ASK 9(c)

(c) How many working radios do you have in your home?

GO TO Q. 10

ASK 9(d)

|                       |   |
|-----------------------|---|
| None                  | 1 |
| One                   | 2 |
| Two or more           | 3 |
| Don't Know, No Answer | X |

IF HAVE (ACCESS TO) RADIO

(d) Can you get F.M. stations?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

(e) How much time do you spend listening to F.M. radio stations during the average weekday?

|                       |   |
|-----------------------|---|
| Don't listen to F.M.  | 1 |
| 30 minutes or less    | 2 |
| About 1 hour          | 3 |
| About 1½ hours        | 4 |
| About 2 hours         | 5 |
| About 2½ hours        | 6 |
| About 3 hours or more | 7 |
| Don't Know, No Answer | X |

10. (a) On an average weekday, what is the total amount of time you spend listening to the radio? Let's start with the morning. How much time do you spend listening to the radio during the morning of an average weekday? (up to 12 noon)

(b) What about in the afternoon? (up to 6 p.m.)

(c) And how about in the evening? (after 6 p.m.)

|                       | (a)<br><u>Morning</u> | (b)<br><u>Afternoon</u> | (c)<br><u>Evening</u> |
|-----------------------|-----------------------|-------------------------|-----------------------|
| Don't listen          | 1                     | 1                       | 1                     |
| 30 minutes or less    | 2                     | 2                       | 2                     |
| About 1 hour          | 3                     | 3                       | 3                     |
| About 1½ hours        | 4                     | 4                       | 4                     |
| About 2 hours         | 5                     | 5                       | 5                     |
| About 2½ hours        | 6                     | 6                       | 6                     |
| About 3 hours or more | 7                     | 7                       | 7                     |
| Don't Know, No Answer | X                     | X                       | X                     |

11. (a) Which radio station do you listen to most frequently?

GO TO Q. 12

|                                     |   |
|-------------------------------------|---|
| Don't listen, don't know, no answer | 1 |
| CFRB                                | 2 |
| CHUM                                | 3 |
| CKEY                                | 4 |
| CHFI-FM                             | 5 |
| CFTR                                | 6 |
| CKFM                                | 7 |
| CBL-AM                              | 8 |
| CFGM                                | 9 |
| CKFH                                | X |
| CHIN                                | Y |
| Other (SPECIFY)                     |   |

(b) Why do you like that station best? CIRCLE ALL THAT APPLY

|                                    |   |
|------------------------------------|---|
| Like the announcers                | 1 |
| Like the news broadcasts           | 2 |
| Like the music                     | 3 |
| Like foreign language broadcasting | 4 |
| Habit, just like the station, etc. | 5 |
| Don't Know, No Answer              | X |
| Other (SPECIFY) _____              |   |

12. In terms of your own personal preferences, which of the following types of radio programmes do you find very enjoyable, moderately enjoyable, or very little or not at all enjoyable?

|                                    | <u>Very<br/>Enjoyable</u> | <u>Moderately<br/>Enjoyable</u> | <u>Very<br/>Little or<br/>Not At All</u> | <u>Don't<br/>Listen,<br/>DK/NA</u> |
|------------------------------------|---------------------------|---------------------------------|--|------------------------------------|
| 1. interview-discussion programmes | 1                         | 2                               | 3  | X                                  |
| 2. dramas                          | 1                         | 2                               | 3  | X                                  |
| 3. phone-in talk shows             | 1                         | 2                               | 3  | X                                  |
| 4. religious programmes            | 1                         | 2                               | 3  | X                                  |
| 5. news and public affairs         | 1                         | 2                               | 3  | X                                  |
| 6. music                           | 1                         | 2                               | 3  | X                                  |

Now let's turn to newspapers for a minute.

13. (a) Do you get at least one of the daily newspapers every day, a few times a week, once a week or seldom or not at all?

|                       |   |
|-----------------------|---|
| Every day             | 1 |
| A few times a week    | 2 |
| Once a week           | 3 |
| Seldom or not at all  | 4 |
| Don't Know, No Answer | X |



13. (b) Which daily newspapers do you read regularly?

CIRCLE ALL THAT APPLY

|   |   |
|---|---|
| The Toronto Sun                         | 1 |
| Toronto Daily Star                      | 2 |
| The Globe and Mail                      | 3 |
| Corriere Canadese                       | 4 |
| None regularly or don't read newspapers | 5 |
| Don't Know, No Answer                   | X |
| Other (SPECIFY)                         |   |
|   |   |

(c) Do you read local community papers every day, a few times a week, once a week, once a month or seldom or not at all?

|                       |   |
|-----------------------|---|
| Every day             | 1 |
| A few times a week    | 2 |
| Once a week           | 3 |
| Once a month          | 4 |
| Seldom or not at all  | 5 |
| Don't Know, No Answer | X |

(d) Do you read ethnic papers every day, a few times a week, once a week, once a month or seldom or not at all?

|                       |   |
|-----------------------|---|
| Every day             | 1 |
| A few times a week    | 2 |
| Once a week           | 3 |
| Once a month          | 4 |
| Seldom or not at all  | 5 |
| Don't Know, No Answer | X |

IF READ DAILY, LOCAL OR ETHNIC PAPERS EVERY DAY OR A FEW TIMES A WEEK

(e) How much time would you say that you spend reading newspapers during the average weekday?

|                       |   |
|-----------------------|---|
| Don't read            | 1 |
| 30 minutes or less    | 2 |
| About 1 hour          | 3 |
| About 1½ hours        | 4 |
| About 2 hours         | 5 |
| About 2½ hours        | 6 |
| About 3 hours or more | 7 |
| Don't Know, No Answer | X |

ALL

(f) How much time would you say that you spend reading newspapers during the average weekend, that is, on Saturdays and Sundays?

|                       |   |
|-----------------------|---|
| Don't read            | 1 |
| 30 minutes or less    | 2 |
| About 1 hour          | 3 |
| About 1½ hours        | 4 |
| About 2 hours         | 5 |
| About 2½ hours        | 6 |
| About 3 hours or more | 7 |
| Don't Know, No Answer | X |

14. What would you say are the three features in the daily newspaper you read most often? DO NOT READ, CIRCLE ALL THAT APPLY

|  |   |
|--|---|
| Don't read newspapers, don't know                                    | 0 |
| Advertisements   | 1 |
| Births, deaths and marriages   | 2 |
| Business and financial section                                       | 3 |
| Classified ads   | 4 |
| Columnists, eg. Rimstead, Braithwaite, Ross, West, Ann Landers, etc. | 5 |
| Comics   | 6 |
| Editorials   | 7 |
| Entertainment  | 8 |
| Family or women's section  | 9 |
| Front page   | X |
| International news   | Y |
| "Insight" section  | 1 |
| Letters to the Editor  | 2 |
| Local news   | 3 |
| Religion section   | 4 |
| Sports   | 5 |
| Travel   | 6 |
| Other (SPECIFY)  |   |
| 1. _____   |   |
| 2. _____   |   |
| 3. _____   |   |

15. Now I'm going to ask you a series of questions about how radio, newspapers and T.V. compare. In your opinion which of radio, newspapers or T.V.:

|  | Radio | News-<br>papers | T.V. | All The<br>Same | None<br>DK/NA |
|--|-------|-----------------|------|-----------------|---------------|
| (1) is the most entertaining   | 1     | 2               | 3    | 4               | X             |
| (2) gives the best news coverage   | 1     | 2               | 3    | 4               | X             |
| (3) is the most important to you   | 1     | 2               | 3    | 4               | X             |
| (4) is the least important to you  | 1     | 2               | 3    | 4               | X             |
| (5) creates the most interest in<br>new things going on  | 1     | 2               | 3    | 4               | X             |
| (6) is the most relaxing   | 1     | 2               | 3    | 4               | X             |
| (7) allows you to see life as<br>others live it  | 1     | 2               | 3    | 4               | X             |
| (8) best allows you to remember<br>what you have learned   | 1     | 2               | 3    | 4               | X             |
| (9) is the best source of<br>companionship   | 1     | 2               | 3    | 4               | X             |
| (10) gives the best information<br>about things you need or<br>want to buy                                     | 1     | 2               | 3    | 4               | X             |
| (11) gives the best information<br>about available entertainment   | 1     | 2               | 3    | 4               | X             |
| (12) is the best source of<br>information about such things<br>as pensions, health insurance<br>and income tax | 1     | 2               | 3    | 4               | X             |
| (13) best reflects Canadian<br>conditions and culture  | 1     | 2               | 3    | 4               | X             |

34

16. On the whole, do you find radio and T.V. commercials to be interesting, annoying or are you indifferent?

|                       |   |
|-----------------------|---|
| Interesting           | 1 |
| Annoying              | 2 |
| Sometimes annoying    | 3 |
| Indifferent           | 4 |
| Don't Know, No Answer | X |

17. Have you ever watched a T.V. programme entitled "New Directions" on CBC Monday afternoon at 2:30?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

36

Now we'd like to talk about your leisure time.

18. What would you say are your three most satisfying leisure activities?

19. Why do you find each of these activities satisfying? Let's start with the first one you mentioned. Now the second. Finally, the third.

1. (a) Activity: \_\_\_\_\_

(b) Reason: \_\_\_\_\_

2. (a) Activity: \_\_\_\_\_

(b) Reason: \_\_\_\_\_

3. (a) Activity: \_\_\_\_\_

(b) Reason: \_\_\_\_\_

20. Is there anything which stops you from using your free time as you would like to?

|                           |   |
|---------------------------|---|
| Nothing                   | 1 |
| Personal Health           | 2 |
| Health of Spouse          | 3 |
| Inadequate Transportation | 4 |
| Lack of Money             | 5 |
| Work/Housework            | 6 |
| Other (SPECIFY)           |   |



21. How often do you see your family, relatives or close friends - daily, several times a week, about once a week, a few times a month, once a month or less?

|                       |   |
|-----------------------|---|
| Daily                 | 1 |
| Several times a week  | 2 |
| About once a week     | 3 |
| A few times a month   | 4 |
| Once a month or less  | 5 |
| Don't Know, No Answer | X |

22. About how many social telephone calls do you make or receive on the average day?

|                       |   |
|-----------------------|---|
| None                  | 0 |
| One                   | 1 |
| Two                   | 2 |
| Three                 | 3 |
| Four                  | 4 |
| Five or more          | 5 |
| Don't Know, No Answer | X |

23. (a) How many magazines do you get in an average month?

|                       |   |
|-----------------------|---|
| None                  | 1 |
| One                   | 2 |
| Two                   | 3 |
| Three or more         | 4 |
| Don't Know, No Answer | X |

- (b) Would you read magazine articles every day, a few times a week, once a week or seldom or not at all?

|                       |   |
|-----------------------|---|
| Every day             | 1 |
| A few times a week    | 2 |
| Once a week           | 3 |
| Seldom or not at all  | 4 |
| Don't Know, No Answer | X |

24. How many books would you say you read in the average month?

|                       |   |
|-----------------------|---|
| None                  | 1 |
| One                   | 2 |
| Two                   | 3 |
| Three                 | 4 |
| Four or more          | 5 |
| Don't Know, No Answer | X |

The final part of the questionnaire asks some questions about your personal background. We want to assure you that all the information will remain completely confidential.

25. In what country were you born?

|  |   |
|--|---|
| Canada                                 | 1 |
| United Kingdom, Ireland                | 2 |
| Germany                                | 3 |
| Italy                                  | 4 |
| Eastern Europe (Poland, Ukraine, etc.) | 5 |
| Other European                         | 6 |
| United States                          | 7 |
| Other country (SPECIFY)                | 8 |

26. Could you please tell me what languages you are able to speak or understand?

|                 |   |
|-----------------|---|
| English         | 1 |
| French          | 2 |
| Italian         | 3 |
| German          | 4 |
| Other (SPECIFY) |   |

27. HAND RESPONDENT SHEET  
Into which of the following age categories should I place you?

|                |   |
|----------------|---|
| A. 45 - 54     | 1 |
| B. 55 - 64     | 2 |
| C. 65 - 69     | 3 |
| D. 70 - 74     | 4 |
| E. 75 - 79     | 5 |
| F. 80 - 84     | 6 |
| G. 85 - 89     | 7 |
| H. 90 - 94     | 8 |
| I. 95 and over | 9 |

28. (a) Would you generally describe your physical health as being excellent, good, adequate, poor, or very poor?

|                       |   |
|-----------------------|---|
| Excellent             | 1 |
| Good                  | 2 |
| Adequate              | 3 |
| Poor                  | 4 |
| Very Poor             | 5 |
| Don't Know, No Answer | X |

(b) How about your general attitude? Would you say that you feel blue or are in low spirits always, frequently, sometimes, rarely or never?

|                       |   |
|-----------------------|---|
| Always                | 1 |
| Frequently            | 2 |
| Sometimes             | 3 |
| Rarely                | 4 |
| Never                 | 5 |
| Don't Know, No Answer | X |

(c) How about your hearing? Do you have any difficulty understanding spoken words....

|                        | <u>Yes</u> | <u>No</u> | <u>Don't Know,<br/>No Answer</u> |
|------------------------|------------|-----------|----------------------------------|
| (i) on the radio?      | 1          | 2         | 3                                |
| (ii) on television?    | 1          | 2         | 3                                |
| (iii) in conversation? | 1          | 2         | 3                                |

(d) And your eyesight; do your eyes bother you so much that you do not do as much reading or T.V. viewing as you would like?  
How about...

|                    | <u>Yes</u> | <u>No</u> | <u>Don't Know,<br/>No Answer</u> |
|--------------------|------------|-----------|----------------------------------|
| (i) reading?       | 1          | 2         | 3                                |
| (ii) T.V. viewing? | 1          | 2         | 3                                |

(e) Does your health keep you from going out always, frequently, sometimes, or rarely or never?

|                       |   |
|-----------------------|---|
| Always                | 7 |
| Frequently            | 8 |
| Sometimes             | 9 |
| Rarely or never       | 0 |
| Don't Know, No Answer | X |

29. Could you please tell me the last grade of formal education that you completed?

|   |   |
|---|---|
| Some elementary school                                    | 1 |
| Completed elementary school                               | 2 |
| Some high school  | 3 |
| Completed high school (grade 12 or 13)                    | 4 |
| Some post-secondary education                             | 5 |
| Completed post-secondary technical or vocational training | 6 |
| Completed one or more university degrees                  | 7 |
| Don't Know, No Answer                                     | X |

30. (a) Could you please tell me what is your present religious affiliation?

|                       |   |
|-----------------------|---|
| Roman Catholic        | 1 |
| Protestant            | 2 |
| Jewish                | 3 |
| None                  | 4 |
| Don't Know, No Answer | X |
| Other (SPECIFY)       |   |

(b) Do you find that you are unable to attend religious services due to problems of weather, health or transportation always, frequently, sometimes, rarely or never?

|                       |   |
|-----------------------|---|
| Always                | 1 |
| Frequently            | 2 |
| Sometimes             | 3 |
| Rarely                | 4 |
| Never, Don't Attend   | 5 |
| Don't Know, No Answer | X |

(c) Do you consider yourself to be very religious, moderately religious, or not religious?

|                       |   |
|-----------------------|---|
| Very Religious        | 1 |
| Moderately Religious  | 2 |
| Not Religious         | 3 |
| Don't Know, No Answer | X |



31. Now we'd like to know your marital status. Are you single, married, widowed, separated or divorced?

|                       |   |
|-----------------------|---|
| Single                | 1 |
| Married               | 2 |
| Widowed               | 3 |
| Separated             | 4 |
| Divorced              | 5 |
| Don't Know, No Answer | X |

32. With whom do you live in your present dwelling? CIRCLE ALL THAT APPLY

|   |   |
|---|---|
| Alone   | 1 |
| Spouse  | 2 |
| Family or relatives   | 3 |
| Shared accommodation with other than family or relatives              | 4 |
| Live with others in an institution (Senior Citizens' or Nursing Home) | 5 |
| Other (SPECIFY) _____   |   |

33. Do you have the use of a telephone where you live?

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| Don't Know, No Answer | X |

34. (a) Are you engaged in paid employment full-time, part-time, occasionally or not at all?

|                       |   |
|-----------------------|---|
| Full-time             | 1 |
| Part-time             | 2 |
| Occasionally          | 3 |
| Not at all employed   | 4 |
| Don't Know, No Answer | X |

(b) Are you engaged in unpaid volunteer work daily, several times a week, about once a week, a few times a month or once a month or less?

|                       |   |
|-----------------------|---|
| Daily                 | 1 |
| Several times a week  | 2 |
| About once a week     | 3 |
| A few times a month   | 4 |
| Once a month or less  | 5 |
| Don't Know, No Answer | X |

35. In order that our survey can study the attitudes of different income groups, it is essential that we know the income of each household. This information will be in the strictest confidence. HAND RESPONDENT SHEET Could you please tell me how much gross income you (and your spouse IF APPLICABLE) derived from all sources last year before taxes or any other deductions. By all sources we are referring to income from pensions, wages, investments such as stocks and bonds plus old age security benefits.

|                        |   |
|------------------------|---|
| A. \$1,000 or less     | 1 |
| B. \$1,001 to \$2,000  | 2 |
| C. \$2,001 to \$3,000  | 3 |
| D. \$3,001 to \$4,000  | 4 |
| E. \$4,001 to \$6,000  | 5 |
| F. \$6,001 to \$8,000  | 6 |
| G. \$8,001 to \$10,000 | 7 |
| H. \$10,001 or more    | 8 |
| Don't Know, No Answer  | X |

36. Now, one final question. What do you think is the one most important problem that senior citizens face in life?

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |

37. INTERVIEWER: INDICATE DWELLING TYPE:

|                                       |   |
|---------------------------------------|---|
| Single family detached house          | 1 |
| Duplex, triplex or semi-detached      | 2 |
| Row or townhouse                      | 3 |
| Low-rise apartment (no elevator)      | 4 |
| High-rise apartment (elevator)        | 5 |
| Flat (not a self-contained apartment) | 6 |
| Room                                  | 7 |
| Senior Citizens' Home                 | 8 |
| Nursing Home                          | 9 |
| Other (SPECIFY)                       |   |

38. Please indicate the respondent's sex.

|        |   |
|--------|---|
| Male   | 1 |
| Female | 2 |

Article II

Codebook

Percentage Distribution of Responses to  
Questionnaire Items

CODEBOOK

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>  | <u>%</u> |
|-------------|-------------|---------------|--|----------|
| 1(a)        | 1           | 11            | IF RESIDENT OF AN INSTITUTION, DO YOU<br>HAVE A WORKING TELEVISION IN YOUR ROOM?                             |          |
|             |             |               | 1 Yes  | 1        |
|             |             |               | 2 No   | 3        |
|             |             |               | X Don't Know, No Answer  | 96       |
| 1(b)        | 1           | 12            | IF RESIDENT OF AN INSTITUTION, DO YOU<br>HAVE ACCESS TO A TELEVISION ELSEWHERE<br>IN THE BUILDING?           |          |
|             |             |               | 1 Yes  | 4        |
|             |             |               | 2 No   | 1        |
|             |             |               | X Don't Know, No Answer  | 96       |
| 1(c)        | 1           | 12            | IF OTHER THAN A RESIDENT OF AN INSTITUTION,<br>HOW MANY WORKING TELEVISION SETS DO YOU HAVE<br>IN YOUR HOME? |          |
|             |             |               | 1 None   | 4        |
|             |             |               | 2 One  | 71       |
|             |             |               | 3 Two or More  | 21       |
|             |             |               | X Don't Know, No Answer  | 4        |
| 1(d)        | 1           | 14            | IF YOU HAVE (ACCESS TO) TELEVISION, ARE<br>YOU ON CABLE T.V.?  |          |
|             |             |               | 1 Yes  | 46       |
|             |             |               | 2 No   | 48       |
|             |             |               | X Don't Know, No Answer  | 6        |
| 1(e)        | 1           | 15            | IF NOT ON CABLE, COULD YOU PLEASE TELL ME<br>WHY YOU DON'T HAVE CABLE?*                                      |          |
|             |             |               | 1 Too expensive  | 16       |
|             |             |               | 2 Don't want cable, satisfied  | 20       |
|             |             |               | 3 Cable not available  | 10       |
|             |             |               | 4 Other  | 2        |
|             |             |               | X Don't Know, No Answer  | 53       |

---

\* Percentages add to more than 100% because respondents were able to circle all applicable categories.



| Q. # | CARD | COLUMN | CODE   | %             |             |    |
|------|------|--------|--|---------------|-------------|----|
| 1(f) | 1    | 16     | IF NOT ON CABLE, IS THE TELEVISION YOU WATCH CONNECTED TO AN OUTSIDE ANTENNA?                                    |               |             |    |
|      |      |        | 1 Yes  | 42            |             |    |
|      |      |        | 2 No   | 2             |             |    |
|      |      |        | 3 Only "rabbit ears"   | 1             |             |    |
|      |      |        | X Don't Know, No Answer  | 55            |             |    |
| 1(g) | 1    | 17     | GENERALLY, WITH HOW MANY PEOPLE DO YOU WATCH TELEVISION OR DO YOU WATCH IT ALONE MOST OF THE TIME?               |               |             |    |
|      |      |        | 1 Watch alone  | 35            |             |    |
|      |      |        | 2 Watch with one other person  | 49            |             |    |
|      |      |        | 3 Watch with two other people  | 5             |             |    |
|      |      |        | 4 Watch with three or more other people  | 6             |             |    |
|      |      |        | X Don't watch, Don't Know, No Answer   | 5             |             |    |
| 2(a) | 1    | 18     | HOW MUCH TIME DURING THE AVERAGE <u>WEEKDAY</u> IS YOUR TELEVISION ON ALTHOUGH YOU ARE NOT ACTUALLY WATCHING IT? |               |             |    |
|      |      |        | 1 Don't leave T.V. on  | 76            |             |    |
|      |      |        | 2 30 minutes or less   | 4             |             |    |
|      |      |        | 3 About 1 hour   | 2             |             |    |
|      |      |        | 4 About 1½ hours   | 1             |             |    |
|      |      |        | 5 About 2 hours  | 2             |             |    |
|      |      |        | 6 About 2½ hours   | 1             |             |    |
|      |      |        | 7 About 3 hours  | 3             |             |    |
|      |      |        | 8 About half of the day  | 4             |             |    |
|      |      |        | 9 All or most of the day   | 2             |             |    |
|      |      |        | X Don't Know, No Answer, Does Not Apply  | 5             |             |    |
| 2    |      |        | ON AN AVERAGE <u>WEEKDAY</u> , HOW MUCH TIME DO YOU SPEND WATCHING TELEVISION...                                 |               |             |    |
| (b)  | 1    | 19     | In the morning? (up to 12 noon)  |               |             |    |
| (c)  | 1    | 20     | In the afternoon? (up to 6 p.m.)   |               |             |    |
| (d)  | 1    | 21     | In the evening? (after 6 p.m.)   |               |             |    |
|      |      |        | (b) Morning  | (c) Afternoon | (d) Evening |    |
|      |      |        | 1 Don't watch  | 77            | 50          | 8  |
|      |      |        | 2 30 minutes or less   | 7             | 13          | 5  |
|      |      |        | 3 About 1 hour   | 7             | 16          | 18 |
|      |      |        | 4 About 1½ hours   | 2             | 5           | 7  |
|      |      |        | 5 About 2 hours  | 4             | 9           | 21 |
|      |      |        | 6 About 2½ hours   | -             | 2           | 7  |
|      |      |        | 7 About 3 hours or more  | 1             | 6           | 34 |
|      |      |        | X Don't Know, No Answer  | -             | -           | -  |

| Q. # | CARD                              | COLUMN     | CODE   | %      |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|------|-----------------------------------|------------|--|--------|------------------|----|----|----------------------|----|------|------------------|------|-------|-----------------------|-----------|-----------|-----------|--------|----|---------------|---|------------|-----------------|---|----|-------|---|----|------------------|---|----|----------------------|---|----|---------|---|----|------------------|---|----|-------------|---|----|-----------------------------------|---|----|----------|---|----|--------------------------|---|----|--------|---|----|--------|---|----|--------|---|--|
| 3    | 1                                 | 22-33      | WHICH OF THE FOLLOWING TYPES OF T.V. PROGRAMMES DO YOU FIND...   |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      |                                   |            | <table><tr><td></td><td>1</td><td>2</td><td>3</td><td>X</td></tr><tr><td></td><td>Very</td><td>Moderately</td><td>Very</td><td>Don't</td></tr><tr><td></td><td>Enjoyable</td><td>Enjoyable</td><td>Little or</td><td>Watch,</td></tr><tr><td></td><td></td><td></td><td>Not At All</td><td>DK/NA</td></tr></table>   |        | 1                | 2  | 3  | X                    |    | Very | Moderately       | Very | Don't |                       | Enjoyable | Enjoyable | Little or | Watch, |    |               |   | Not At All | DK/NA           |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      | 1                                 | 2          | 3  | X      |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      | Very                              | Moderately | Very   | Don't  |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      | Enjoyable                         | Enjoyable  | Little or  | Watch, |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      |                                   |            | Not At All   | DK/NA  |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 1.   | comedies                          | 37         | 26   | 24     | 13               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 2.   | documentaries                     | 36         | 21   | 28     | 15               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 3.   | dramas                            | 36         | 25   | 24     | 16               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 4.   | movies                            | 36         | 28   | 22     | 15               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 5.   | westerns                          | 21         | 13   | 39     | 26               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 6.   | soap operas                       | 15         | 11   | 32     | 42               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 7.   | quiz and panel shows              | 41         | 21   | 21     | 18               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 8.   | nature and wildlife shows         | 65         | 14   | 9      | 12               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 9.   | news and public affairs           | 74         | 11   | 7      | 8                |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 10.  | sports                            | 41         | 16   | 26     | 18               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 11.  | travelogues                       | 42         | 20   | 23     | 16               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 12.  | musical variety shows             | 52         | 23   | 16     | 10               |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 4    | 1                                 | 34         | SHOULD T.V. DO MORE IN THE WAY OF PROVIDING INFORMATION MATERIAL OR SHOULD IT CONCENTRATE ON PROVIDING THE BEST ENTERTAINMENT POSSIBLE?  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      |                                   |            | <table><tr><td>7</td><td>More Information</td><td>17</td></tr><tr><td>8</td><td>Better Entertainment</td><td>47</td></tr><tr><td>9</td><td>Should do Both</td><td>25</td></tr><tr><td>X</td><td>Don't Know, No Answer</td><td>11</td></tr></table>   | 7      | More Information | 17 | 8  | Better Entertainment | 47 | 9    | Should do Both   | 25   | X     | Don't Know, No Answer | 11        |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 7    | More Information                  | 17         |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 8    | Better Entertainment              | 47         |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 9    | Should do Both                    | 25         |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| X    | Don't Know, No Answer             | 11         |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 5    | 3                                 | 31-42      | WHICH THREE T.V. PROGRAMMES DO YOU WATCH MOST OFTEN.*  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
|      |                                   |            | <table><tr><td>11</td><td>Comedies</td><td>2</td></tr><tr><td>12</td><td>All in the Family</td><td>15</td></tr><tr><td>13</td><td>A Touch of Grace</td><td>1</td></tr><tr><td>15</td><td>Flip Wilson Show</td><td>2</td></tr><tr><td>16</td><td>Lucy</td><td>1</td></tr><tr><td>19</td><td>Carol Burnett</td><td>2</td></tr><tr><td>10</td><td>Sanford and Son</td><td>2</td></tr><tr><td>1X</td><td>Maude</td><td>3</td></tr><tr><td>21</td><td>Bless This House</td><td>1</td></tr><tr><td>22</td><td>The Partridge Family</td><td>1</td></tr><tr><td>23</td><td>Hee-Haw</td><td>1</td></tr><tr><td>24</td><td>Mary Tyler Moore</td><td>1</td></tr><tr><td>27</td><td>Love of Ada</td><td>1</td></tr><tr><td>31</td><td>'Dramas', mystery, detective, spy</td><td>5</td></tr><tr><td>32</td><td>Ironside</td><td>6</td></tr><tr><td>33</td><td>Streets of San Francisco</td><td>1</td></tr><tr><td>34</td><td>F.B.I.</td><td>3</td></tr><tr><td>35</td><td>Mannix</td><td>5</td></tr><tr><td>36</td><td>Cannon</td><td>6</td></tr></table> | 11     | Comedies         | 2  | 12 | All in the Family    | 15 | 13   | A Touch of Grace | 1    | 15    | Flip Wilson Show      | 2         | 16        | Lucy      | 1      | 19 | Carol Burnett | 2 | 10         | Sanford and Son | 2 | 1X | Maude | 3 | 21 | Bless This House | 1 | 22 | The Partridge Family | 1 | 23 | Hee-Haw | 1 | 24 | Mary Tyler Moore | 1 | 27 | Love of Ada | 1 | 31 | 'Dramas', mystery, detective, spy | 5 | 32 | Ironside | 6 | 33 | Streets of San Francisco | 1 | 34 | F.B.I. | 3 | 35 | Mannix | 5 | 36 | Cannon | 6 |  |
| 11   | Comedies                          | 2          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 12   | All in the Family                 | 15         |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 13   | A Touch of Grace                  | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 15   | Flip Wilson Show                  | 2          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 16   | Lucy                              | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 19   | Carol Burnett                     | 2          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 10   | Sanford and Son                   | 2          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 1X   | Maude                             | 3          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 21   | Bless This House                  | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 22   | The Partridge Family              | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 23   | Hee-Haw                           | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 24   | Mary Tyler Moore                  | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 27   | Love of Ada                       | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 31   | 'Dramas', mystery, detective, spy | 5          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 32   | Ironside                          | 6          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 33   | Streets of San Francisco          | 1          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 34   | F.B.I.                            | 3          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 35   | Mannix                            | 5          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |
| 36   | Cannon                            | 6          |  |        |                  |    |    |                      |    |      |                  |      |       |                       |           |           |           |        |    |               |   |            |                 |   |    |       |   |    |                  |   |    |                      |   |    |         |   |    |                  |   |    |             |   |    |                                   |   |    |          |   |    |                          |   |    |        |   |    |        |   |    |        |   |  |

\* The percentages add to more than 100% since up to 3 responses per respondent were coded. Responses which were mentioned by less than 0.5% are not indicated.

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u>                                 | <u>CODE</u> | <u>%</u> |
|-------------|-------------|---|-------------|----------|
| 5 (Cont'd)  |             |   |             |          |
|             | 38          | Medical Centre                                |             | 2        |
|             | 39          | Hawaii 5-0                                    |             | 2        |
|             | 42          | Tom Brown's School Days                       |             | 1        |
|             | 43          | The Walton's                                  |             | 2        |
|             | 45          | Columbo                                       |             | 1        |
|             | 48          | The Bold Ones                                 |             | 1        |
|             | 49          | Marcus Welby                                  |             | 2        |
|             | 4X          | Emergency                                     |             | 1        |
|             | 51          | <u>Quiz shows, panel shows</u>                |             | 2        |
|             | 52          | To Tell the Truth (Gary Moore)                |             | 4        |
|             | 53          | Truth or Consequences                         |             | 4        |
|             | 54          | Password                                      |             | 2        |
|             | 56          | Front Page Challenge                          |             | 6        |
|             | 57          | Hollywood Squares                             |             | 4        |
|             | 58          | What's My Line                                |             | 1        |
|             | 50          | Sale of the Century                           |             | 1        |
|             | 5X          | Joker is Wild                                 |             | 1        |
|             | 5Y          | The Price is Right                            |             | 2        |
|             | 62          | Jeopardy                                      |             | 3        |
|             | 63          | Reach for the Top                             |             | 1        |
|             | 64          | This is the Law                               |             | 1        |
|             | 68          | Let's Make a Deal                             |             | 1        |
|             | 69          | Newlywed Game                                 |             | 1        |
|             | 6X          | Concentration                                 |             | 1        |
|             | 71          | <u>Soap Operas</u>                            |             | 1        |
|             | 72          | The Edge of Night                             |             | 4        |
|             | 73          | The Guiding Light                             |             | 2        |
|             | 74          | As the World Turns                            |             | 2        |
|             | 75          | General Hospital                              |             | 2        |
|             | 78          | Search for Tomorrow                           |             | 1        |
|             | 79          | Secret Storm                                  |             | 1        |
|             | 81          | <u>Sports</u>                                 |             | 6        |
|             | 82          | Bowling                                       |             | 3        |
|             | 83          | Hockey  |             | 7        |
|             | 84          | Football                                      |             | 2        |
|             | 85          | Wrestling                                     |             | 1        |
|             | 87          | Baseball                                      |             | 1        |
|             | 8X          | Golf  |             | 1        |
|             | 91          | <u>Musical, variety</u>                       |             | 3        |
|             | 92          | Irish Rovers                                  |             | 1        |
|             | 93          | Pig and Whistle                               |             | 1        |
|             | 94          | Lawrence Welk                                 |             | 16       |
|             | 95          | Tommy Hunter                                  |             | 3        |
|             | 97          | Sonny and Cher                                |             | 1        |
|             | 98          | Dean Martin                                   |             | 3        |
|             | 99          | Julie Andrews                                 |             | 5        |
|             | 90          | Don Messer                                    |             | 1        |
|             | 01          | <u>Westerns</u>                               |             | 1        |
|             | 02          | Gunsmoke                                      |             | 4        |
|             | 03          | Bonanza                                       |             | 1        |
|             | 04          | Walt Disney                                   |             | 1        |
|             | X1          | <u>Documentaries</u>                          |             | 3        |
|             | X2          | <u>Movies</u>                                 |             | 4        |
|             | X3          | <u>News and Public Affairs</u>                |             | 29       |
|             | X4          | <u>Travelogues</u>                            |             | 1        |
|             | X5          | <u>Ethnic Programming</u>                     |             | 3        |
|             | X6          | <u>Religious Programming, Church Services</u> |             | 2        |

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>  | <u>%</u> |
|-------------|-------------|---------------|--|----------|
| 5 (Cont'd)  |             |               | X7 Hymn Sing                                       | 2        |
|             |             |               | Y1 <u>Nature, Wildlife Shows, The Wild Kingdom</u> | 7        |
|             |             |               | Y3 <u>Interview, Talk Shows</u>                    | 1        |
|             |             |               | Y4 Mike Douglas                                    | 2        |
|             |             |               | Y6 Merv Griffin                                    | 2        |
|             |             |               | Y7 Tonight Show                                    | 1        |
|             |             |               | Y8 Dinah Shore                                     | 1        |
|             |             |               | Y9 Pierre Berton                                   | 1        |
|             |             |               | Y0 Elwood Glover                                   | 1        |
|             |             |               | YX Take 30   | 1        |
|             |             |               | YY <u>Miscellaneous</u>                            | 3        |
| 6(a)        | 1           | 47            | DO YOU WATCH THE NEWS ON T.V....                   |          |
|             |             |               | 1 Daily (6 or 7 times a week)                      | 67       |
|             |             |               | 2 Several times a week (3 to 5 times)              | 10       |
|             |             |               | 3 About once a week (1 or 2 times)                 | 6        |
|             |             |               | 4 Less than once a week                            | 3        |
|             |             |               | 5 Don't watch                                      | 14       |
|             |             |               | X Don't Know, No Answer                            | 1        |
| (b)         | 1           | 48            | DO YOU USUALLY WATCH THE NEWS...*                  |          |
|             |             |               | 1 In the morning                                   | 4        |
|             |             |               | 2 In the evening                                   | 57       |
|             |             |               | 3 At 11:00 p.m.                                    | 49       |
|             |             |               | 4 Don't Watch                                      | 13       |
|             |             |               | X Don't Know, No Answer                            | 3        |
| (c)         | 1           | 49            | DO YOU HEAR THE NEWS ON THE RADIO...*              |          |
|             |             |               | 1 At least once a day (6 or more times a week)     | 73       |
|             |             |               | 2 Several times a week (3 to 5 times)              | 5        |
|             |             |               | 3 About once a week (1 or 2 times)                 | 3        |
|             |             |               | 4 Less than once a week                            | 2        |
|             |             |               | 5 Don't listen                                     | 17       |
|             |             |               | X Don't Know, No Answer                            | -        |

\* Percentages add to more than 100% because respondents were able to circle all applicable categories.



| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u>   | <u>CODE</u>  | <u>%</u>            |
|-------------|-------------|---|--|---------------------|
| 7(a)        | 1           | 50-57   | ARE RADIO AND TELEVISION PROVIDING TOO MUCH,<br>TOO LITTLE OR JUST ABOUT ENOUGH OF THE<br>FOLLOWING TYPES OF PROGRAMMING?    |                     |
|             |             |   | 1<br>Too<br>Much   | 2<br>Enough         |
|             |             |   | 3<br>Too<br>Little   | X<br>DK/NA          |
| 1.          |             | General educational and cultural<br>programmes                          | 3  | 36                  |
| 2.          |             | Indoor hobbies and crafts   | 1  | 27                  |
| 3.          |             | Phone-in talk shows   | 11   | 32                  |
| 4.          |             | Religious programmes  | 3  | 44                  |
| 5.          |             | Recreational activities   | 5  | 52                  |
| 6.          |             | Education for retirement  | 2  | 20                  |
| 7.          |             | Information about services and organized<br>activities for older adults | 1  | 21                  |
| 8.          |             | Information about health, pensions and<br>government programmes         | 1  | 21                  |
|             |             |   |  | 25                  |
|             |             |   |  | 37                  |
|             |             |   |  | 51                  |
|             |             |   |  | 51                  |
|             |             |   |  | 27                  |
|             |             |   |  | 28                  |
|             |             |   |  | 39                  |
|             |             |   |  | 32                  |
|             |             |   |  | 27                  |
| 7(b)        | 1           | 58-65   | WOULD YOU PREFER THE FOLLOWING PROGRAMMES<br>TO BE ON RADIO OR TELEVISION?   |                     |
|             |             |   | 1<br>Radio   | 2<br>T.V.           |
|             |             |   | 3<br>Both<br>Same  | X<br>None,<br>DK/NA |
| 1.          |             | General educational and cultural<br>programmes                          | 14   | 47                  |
| 2.          |             | Indoor hobbies and crafts   | 5  | 56                  |
| 3.          |             | Phone-in talk shows   | 23   | 23                  |
| 4.          |             | Religious programmes  | 16   | 39                  |
| 5.          |             | Recreational activities   | 7  | 59                  |
| 6.          |             | Education for retirement  | 13   | 39                  |
| 7.          |             | Information about services and organized<br>activities for older adults | 16   | 39                  |
| 8.          |             | Information about health, pensions and<br>government programmes         | 17   | 37                  |
|             |             |   |  | 17                  |
|             |             |   |  | 33                  |
|             |             |   |  | 13                  |
| 8(a)        | 1           | 66  | IS RELIGIOUS PROGRAMMING ON RADIO AND T.V....  |                     |
|             |             | 7   | Very important   | 24                  |
|             |             | 8   | Moderately important   | 34                  |
|             |             | 9   | Little or not important  | 40                  |
|             |             | X   | Don't Know, No Answer  | 2                   |
| 8(b)        | 1           | 67  | IF VERY OR MODERATELY IMPORTANT, WHAT WOULD<br>YOU PERSONALLY LIKE TO SEE RECEIVE MORE<br>EMPHASIS IN RELIGIOUS PROGRAMMING? |                     |
|             |             | 1   | Nothing  | 16                  |
|             |             | 2   | Church Services  | 17                  |
|             |             | 3   | Hymn Singing, Music  | 18                  |
|             |             | 4   | Sermons  | 7                   |
|             |             | 5   | Inspirational Messages   | 9                   |
|             |             | 6   | Other  | 3                   |
|             |             | X   | Don't Know, No Answer  | 38                  |

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>  | <u>%</u> |
|-------------|-------------|---------------|--|----------|
| 9(a)        | 1           | 68            | IF RESIDENT OF AN INSTITUTION, DO YOU<br>HAVE A WORKING RADIO IN YOUR ROOM?                          |          |
|             |             |               | 1 Yes  | 2        |
|             |             |               | 2 No   | 2        |
|             |             |               | X Don't Know, No Answer  | 96       |
| (b)         | 1           | 69            | IF RESIDENT OF AN INSTITUTION, DO YOU<br>HAVE ACCESS TO A RADIO ELSEWHERE IN THE<br>BUILDING?        |          |
|             |             |               | 1 Yes  | 2        |
|             |             |               | 2 No   | 1        |
|             |             |               | X Don't Know, No Answer  | 97       |
| (c)         | 1           | 70            | IF OTHER THAN RESIDENT OF AN INSTITUTION,<br>HOW MANY WORKING RADIOS DO YOU HAVE IN<br>YOUR HOME?    |          |
|             |             |               | 1 None   | 3        |
|             |             |               | 2 One  | 37       |
|             |             |               | 3 Two or more  | 55       |
|             |             |               | X Don't Know, No Answer  | 5        |
| (d)         | 1           | 71            | IF YOU HAVE (ACCESS TO) RADIO, CAN YOU<br>GET F.M. STATIONS?   |          |
|             |             |               | 1 Yes  | 67       |
|             |             |               | 2 No   | 24       |
|             |             |               | X Don't Know, No Answer  | 10       |
| (e)         | 1           | 72            | HOW MUCH TIME DO YOU SPEND LISTENING TO<br>F.M. RADIO STATIONS DURING THE AVERAGE<br><u>WEEKDAY?</u> |          |
|             |             |               | 1 Don't listen to F.M.   | 52       |
|             |             |               | 2 30 minutes or less   | 17       |
|             |             |               | 3 About 1 hour   | 9        |
|             |             |               | 4 About 1½ hours   | 2        |
|             |             |               | 5 About 2 hours  | 5        |
|             |             |               | 6 About 2½ hours   | 1        |
|             |             |               | 7 About 3 hours or more  | 6        |
|             |             |               | X Don't Know, No Answer  | 8        |

|       |   |    |   |                                     |    |
|-------|---|----|---|-------------------------------------|----|
| 11(a) | 1 | 76 | WHICH RADIO STATION DO YOU LISTEN TO MOST FREQUENTLY... |                                     |    |
|       |   |    | 1   | Don't listen, don't know, no answer | 19 |
|       |   |    | 2   | CFRB                                | 57 |
|       |   |    | 3   | CHUM                                | 3  |
|       |   |    | 4   | CKEY                                | 9  |
|       |   |    | 5   | CHFI-FM                             | 3  |
|       |   |    | 6   | CFTR                                | -  |
|       |   |    | 7   | CKFM                                | 1  |
|       |   |    | 8   | CBL-AM                              | 5  |
|       |   |    | 9   | CPGM                                | 1  |
|       |   |    | X   | CKFH                                | -  |
|       |   |    | Y   | CHIN                                | 4  |
|       |   |    | Blank   | Other                               | 2  |

|       |   |    |                                     |                                    |    |
|-------|---|----|-------------------------------------|------------------------------------|----|
| 11(b) | 1 | 77 | WHY DO YOU LIKE THAT STATION BEST?* |                                    |    |
|       |   |    | 1                                   | Like the announcers                | 31 |
|       |   |    | 2                                   | Like the news broadcasts           | 38 |
|       |   |    | 3                                   | Like the music                     | 24 |
|       |   |    | 4                                   | Like foreign language broadcasting | 4  |
|       |   |    | 5                                   | Habit, just like the station, etc. | 23 |
|       |   |    | 6                                   | Better reception                   | 1  |
|       |   |    | 7                                   | Has religious programming          | 1  |
|       |   |    | 8                                   | Has less advertising               | 1  |
|       |   |    | X                                   | Don't Know, No Answer              | 17 |
|       |   |    | Y                                   | Miscellaneous                      | 4  |

\* Percentages add to more than 100% because respondents were able to circle all applicable categories.

| Q. #  | CARD | COLUMN                  | CODE   | %  |
|-------|------|-------------------------|--|----|
| 12    | 1    | 78-80                   | WHICH OF THE FOLLOWING TYPES OF RADIO                            |    |
|       | 2    | 11-13                   | PROGRAMMES DO YOU FIND...  |    |
|       |      |                         | 1 2 3 X  |    |
|       |      |                         | Very Moderately Very Don't                                       |    |
|       |      |                         | Enjoyable Enjoyable Little or Listen,                            |    |
|       |      |                         | <u>Enjoyable</u> <u>Enjoyable</u> <u>Not At All</u> <u>DK/NA</u> |    |
| 1.    |      | interview-discussion    |  |    |
|       |      | programmes              | 25 21 20 35  |    |
| 2.    |      | dramas                  | 7 8 35 51  |    |
| 3.    |      | phone-in talk shows     | 7 10 32 51   |    |
| 4.    |      | religious programmes    | 23 16 23 38  |    |
| 5.    |      | news and public affairs | 75 8 3 15  |    |
| 6.    |      | music                   | 66 11 6 17   |    |
| 13(a) | 2    | 14                      | DO YOU GET AT LEAST ONE OF THE DAILY                             |    |
|       |      |                         | NEWSPAPERS...  |    |
|       |      | 1                       | Every day  | 72 |
|       |      | 2                       | A few times a week   | 9  |
|       |      | 3                       | Once a week  | 7  |
|       |      | 4                       | Seldom or not at all   | 11 |
|       |      | X                       | Don't Know, No Answer  | 1  |
| (b)   | 2    | 15                      | WHICH DAILY NEWSPAPERS DO YOU <u>READ</u>                        |    |
|       |      |                         | REGULARLY...*  |    |
|       |      | 1                       | The Toronto Sun  | 7  |
|       |      | 2                       | Toronto Daily Star   | 75 |
|       |      | 3                       | The Globe and Mail   | 21 |
|       |      | 4                       | Corriere Canadese  | 2  |
|       |      | 5                       | None regularly or don't read                                     |    |
|       |      |                         | newspapers   | 10 |
|       |      | X                       | Don't Know, No Answer  | 3  |
| (c)   | 2    | 16                      | DO YOU READ LOCAL COMMUNITY PAPERS...                            |    |
|       |      | 1                       | Every day  | 1  |
|       |      | 2                       | A few times a week   | 1  |
|       |      | 3                       | Once a week  | 13 |
|       |      | 4                       | Once a month   | 14 |
|       |      | 5                       | Seldom or not at all   | 67 |
|       |      | X                       | Don't Know, No Answer  | 5  |

\* Percentages add to more than 100% because respondents were able to circle all applicable categories.



| Q. #  | CARD | COLUMN | CODE   | %  |
|-------|------|--------|--|----|
| 13(d) | 2    | 17     | DO YOU READ ETHNIC PAPERS...   |    |
|       |      |        | 1 Every day  | 2  |
|       |      |        | 2 A few times a week   | 3  |
|       |      |        | 3 Once a week  | 6  |
|       |      |        | 4 Once a month   | 2  |
|       |      |        | 5 Seldom or not at all   | 79 |
|       |      |        | X Don't Know, No Answer  | 9  |
| (e)   | 2    | 18     | IF YOU READ DAILY, LOCAL OR ETHNIC PAPERS EVERY DAY OR A FEW TIMES A WEEK, HOW MUCH TIME WOULD YOU SAY THAT YOU SPEND READING NEWSPAPERS DURING THE AVERAGE <u>WEEKDAY</u> ... |    |
|       |      |        | 1 Don't read   | 14 |
|       |      |        | 2 30 minutes or less   | 21 |
|       |      |        | 3 About 1 hour   | 31 |
|       |      |        | 4 About 1½ hours   | 11 |
|       |      |        | 5 About 2 hours  | 14 |
|       |      |        | 6 About 2½ hours   | 2  |
|       |      |        | 7 About 3 hours or more  | 4  |
|       |      |        | X Don't Know, No Answer  | 3  |
| (f)   | 2    | 19     | HOW MUCH TIME WOULD YOU SAY THAT YOU SPEND READING NEWSPAPERS DURING THE AVERAGE <u>WEEKEND</u> , THAT IS, ON SATURDAYS AND SUNDAYS...   |    |
|       |      |        | 1 Don't read   | 15 |
|       |      |        | 2 30 minutes or less   | 16 |
|       |      |        | 3 About 1 hour   | 25 |
|       |      |        | 4 About 1½ hours   | 12 |
|       |      |        | 5 About 2 hours  | 19 |
|       |      |        | 6 About 2½ hours   | 4  |
|       |      |        | 7 About 3 hours or more  | 8  |
|       |      |        | X Don't Know, No Answer  | 1  |
| 14    | 2    | 20-21  | WHAT WOULD YOU SAY ARE THE THREE FEATURES IN THE DAILY NEWSPAPER YOU READ MOST OFTEN...*   |    |
|       |      |        | 0 Don't read newspapers, don't know  | 14 |
|       |      |        | 1 Advertisements   | 5  |
|       |      |        | 2 Births, deaths and marriages   | 13 |
|       |      |        | 3 Business and financial section   | 13 |
|       |      |        | 4 Classified ads   | 2  |
|       |      |        | 5 Columnists eg. Rimstead, Braithwaite, Ross, West, Ann Landers, etc.  | 25 |
|       |      |        | 6 Comics   | 8  |
|       |      |        | 7 Editorials   | 24 |
|       |      |        | 8 Entertainment  | 6  |

\* The percentages add to more than 100% since 5 or more responses per respondent were coded.

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>   | <u>%</u>       |
|-------------|-------------|---------------|---|----------------|
| 14 (Cont'd) |             |               | 9 Family or women's section   | 20             |
|             |             |               | X Front page  | 29             |
|             |             |               | Y International news  | 30             |
|             |             |               | 1 "Insight" section   | 2              |
|             |             |               | 2 Letters to the Editor   | 10             |
|             |             |               | 3 Local news  | 37             |
|             |             |               | 4 Religion section  | 3              |
|             |             |               | 5 Sports  | 20             |
|             |             |               | 6 Travel  | 3              |
|             |             |               | 7 News, current events, politics  | 7              |
|             |             |               | 8 Crossword or word puzzles   | 4              |
|             |             |               | 9 Horoscope   | 3              |
|             |             |               | 0 Bridge  | 2              |
|             |             |               | X Read it all   | 5              |
|             |             |               | Y Miscellaneous   | 6              |
| 15          | 2           | 22-34         | IN YOUR OPINION WHICH OF...   |                |
|             |             |               | 1 Radio   |                |
|             |             |               | 2 News-papers   |                |
|             |             |               | 3 T.V.  |                |
|             |             |               | 4 All The Same  |                |
|             |             |               | X None, DK/NA   |                |
|             |             |               | (1) is the most entertaining  | 11 13 63 11 3  |
|             |             |               | (2) gives the best news coverage  | 24 29 36 10 5  |
|             |             |               | (3) is the most important to you  | 16 26 43 11 4  |
|             |             |               | (4) is the least important to you   | 35 22 16 10 17 |
|             |             |               | (5) creates the most interest in new things going on  | 9 26 44 12 10  |
|             |             |               | (6) is the most relaxing  | 23 16 51 6 6   |
|             |             |               | (7) allows you to see life as others live it  | 5 13 65 6 12   |
|             |             |               | (8) best allows you to remember what you have learned   | 5 28 44 13 11  |
|             |             |               | (9) is the best source of companionship   | 17 13 58 6 7   |
|             |             |               | (10) gives the best information about things you need or want to buy                                  | 6 61 12 8 13   |
|             |             |               | (11) gives the best information about available entertainment   | 7 59 17 5 12   |
|             |             |               | (12) is the best source of information about such things as pensions, health insurance and income tax | 9 47 13 11 22  |
|             |             |               | (13) best reflects Canadian conditions and culture  | 9 28 28 12 25  |
| 16          | 2           | 35            | ON THE WHOLE, DO YOU FIND RADIO AND T.V. COMMERCIALS TO BE...   |                |
|             |             |               | 1 Interesting   | 9              |
|             |             |               | 2 Annoying  | 42             |
|             |             |               | 3 Sometimes annoying  | 23             |
|             |             |               | 4 I am indifferent  | 22             |
|             |             |               | X Don't Know, No Answer   | 4              |

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>   | <u>%</u> |
|-------------|-------------|---------------|---|----------|
| 17          | 2           | 36            | HAVE YOU EVER WATCHED A T.V. PROGRAMME<br>ENTITLED "NEW DIRECTIONS" ON CBC MONDAY<br>AFTERNOON AT 2:30?   |          |
|             |             |               | 1 Yes   | 2        |
|             |             |               | 2 No  | 94       |
|             |             |               | X Don't Know, No Answer   | 3        |
| 18          | 3           | 43-47         | WHAT ARE YOUR THREE MOST SATISFYING<br>LEISURE ACTIVITIES?  |          |
|             |             |               | <u>Media Oriented Activities</u>  |          |
|             |             |               | 11 Watching television  | 23       |
|             |             |               | 12 Listening to the radio   | 2        |
|             |             |               | 13 Listening to or playing music,<br>listening to records   | 5        |
|             |             |               | 14 Reading (newspapers, magazines, books)   | 36       |
|             |             |               | 15 Watching movies at the theatre   | 2        |
|             |             |               | 16 Attending the live theatre or concerts   | 2        |
|             |             |               | <u>Non-Media Oriented Activities</u>  |          |
|             |             |               | 31 Involvement with formal organizations<br>such as church groups, lodges, clubs,<br>voluntary committees, etc.                                       | 10       |
|             |             |               | 32 Visiting with or entertaining family or<br>friends; 'going out' socially   | 20       |
|             |             |               | 33 Card-playing; bridge; cribbage; euchre;<br>canasta; bingo; chess; scrabble; billiards  | 15       |
|             |             |               | 34 Sports; exercising; lawn-bowling;<br>bowling; shuffle-board; swimming;<br>fishing; boating; shooting; golf;<br>curling; hunting; bicycling; tennis | 13       |
|             |             |               | 35 Travel   | 8        |
|             |             |               | 36 Conversing over the telephone  | -        |
|             |             |               | 37 Shopping   | 5        |
|             |             |               | 38 Letter-writing; writing  | 1        |
|             |             |               | 39 Attending art shows; the museum  | 1        |
|             |             |               | 30 Watching people; watching activity<br>generally (on the tennis courts, at<br>the City Hall, etc.)  | 1        |
|             |             |               | 3X Attending live organized sporting events   | 3        |
|             |             |               | 3Y Baby-sitting   | 1        |
|             |             |               | 41 Sewing and knitting; crocheting;<br>embroidery, needlepoint; jewelry<br>crafting; 'handiwork'; rug-hooking   | 19       |
|             |             |               | 42 Sculpting; painting; drawing   | 2        |
|             |             |               | 44 Mechanics; carpentry; woodwork;<br>electronics   | 2        |
|             |             |               | 45 Collecting, art, stamps, antiques  | 1        |
|             |             |               | 46 Flower-making, -arranging  | -        |
|             |             |               | 47 Photography  | 1        |
|             |             |               | 48 Crossword puzzles  | 1        |
|             |             |               | 40 'Hobbies'; 'making things'; 'crafts'   | 3        |
|             |             |               | 51 Gardening; horticulture; grass-cutting   | 24       |

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>  | <u>%</u> |
|-------------|-------------|---------------|--|----------|
| 18 (Cont'd) |             |               | 52 Walking   | 20       |
|             |             |               | 53 Driving in the car  | 4        |
|             |             |               | 54 Domestic activities - cooking, cleaning, 'housework'                          | 6        |
|             |             |               | 55 Handyman activities; house maintenance  | 3        |
|             |             |               | 56 General activity (undefined) - "puttering around"                             | 1        |
|             |             |               | 57 Going to the cottage, the farm or the country; camping                        | 2        |
|             |             |               | 58 Simply getting outside; visiting the park, in the backyard, the veranda, etc. | 5        |
|             |             |               | 59 Dining out  | 1        |
|             |             |               | 61 Church/Synagogue attendance   | 4        |
|             |             |               | 62 Prayer, Bible study   | 1        |
|             |             |               | 71 Sitting, relaxing, resting, "doing nothing"                                   | 4        |
|             |             |               | 72 Sleeping  | 1        |
|             |             |               | 99 Miscellaneous   | 5        |

19            3    56-57    WHY DO YOU FIND EACH OF THESE ACTIVITIES SATISFYING?

LEFT COLUMN

Social

|   |   |    |
|---|---|----|
| 1 | Companionship - direct inter-personal contact and communication; sociability                                | 37 |
| 2 | Altruism - to help others, to contribute to others, to the community, the church                            | 6  |
| 3 | Allows one simply to watch other people or activity   | 6  |
| 4 | Vicarious companionship provided by the media; a vicarious sense of social engagement provided by the media | 2  |

Stimulation - Mental, Physical, Diversionary

|   |   |    |
|---|---|----|
| 5 | Keeps one active and busy   | 7  |
| 6 | Is a source of mental exercise; is challenging, interesting, fascinating, exciting, competitive   | 20 |
| 7 | Is informative and educational; cultural; allows one to see new lands, cultures, nationalities, to see Canada   | 21 |
| 8 | Is entertaining   | 9  |
| 9 | Is a source of healthy exercise, of physical activity   | 21 |
| 0 | Provides an opportunity to be outside in the fresh air; to get outside of the house; to commune with nature; to enjoy the scenery; the flowers; to observe natural growth | 29 |
| X | Passes the time; is "something to do"   | 9  |
| Y | Affords an escape from one's self and one's problems; "to forget"   | 4  |



Q. # CARD COLUMN

CODE

%

19 (Cont'd)  
RIGHT COLUMN

Habit

1 Is a continuation of interests or  
leisure patterns developed earlier  
in life 10

Necessity

2 Is deemed a necessary activity;  
"I have to" 3  
3 Is physically or mentally unable to  
do anything else 5

Economic

4 Is an inexpensive activity; helps to  
conserve money (by making one's own  
clothes, etc.) 2  
5 Is remunerative; gets paid for engaging  
in the activity 1

Miscellaneous

6 Is inherently satisfying, fulfilling,  
gratifying; provides a sense of  
accomplishment or achievement (in doing  
or making things for oneself or others;  
is creatively satisfying) 14  
7 Provides spiritual reassurance, comfort  
and guidance 3  
8 Is relaxing, restful, peaceful 32  
9 Is enjoyable, pleasurable; "likes it" 32  
0 Promotes neatness and tidiness 5  
Y Miscellaneous 6

20 2 49

IS THERE ANYTHING WHICH STOPS YOU FROM USING  
YOUR FREE TIME AS YOU WOULD LIKE TO?

1 Nothing 52  
2 Personal Health 31  
3 Health of Spouse 5  
4 Inadequate transportation 1  
5 Lack of money 5  
6 Work/housework 7  
7 Other 2  
X Don't Know, No Answer -

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>   | <u>%</u> |
|-------------|-------------|---------------|---|----------|
| 21          | 2           | 50            | HOW OFTEN DO YOU SEE YOUR FAMILY,<br>RELATIVES, OR CLOSE FRIENDS...                 |          |
|             |             |               | 1 Daily   | 22       |
|             |             |               | 2 Several times a week  | 32       |
|             |             |               | 3 About once a week   | 26       |
|             |             |               | 4 A few times a month   | 8        |
|             |             |               | 5 Once a month or less  | 11       |
|             |             |               | X Don't Know, No Answer   | 1        |
| 22          | 2           | 51            | ABOUT HOW MANY SOCIAL TELEPHONE CALLS<br>DO YOU MAKE OR RECEIVE ON THE AVERAGE DAY? |          |
|             |             |               | 0 None  | 26       |
|             |             |               | 1 One   | 22       |
|             |             |               | 2 Two   | 20       |
|             |             |               | 3 Three   | 15       |
|             |             |               | 4 Four or more  | 17       |
|             |             |               | X Don't Know, No Answer   | 1        |
| 23(a)       | 2           | 52            | HOW MANY MAGAZINES DO YOU GET IN AN<br>AVERAGE MONTH?                               |          |
|             |             |               | 1 None  | 43       |
|             |             |               | 2 One   | 16       |
|             |             |               | 3 Two   | 15       |
|             |             |               | 4 Three or more   | 26       |
|             |             |               | X Don't Know, No Answer   | -        |
| (b)         | 2           | 53            | WOULD YOU READ MAGAZINE ARTICLES...   |          |
|             |             |               | 1 Every day   | 11       |
|             |             |               | 2 A few times a week  | 22       |
|             |             |               | 3 Once a week   | 16       |
|             |             |               | 4 Seldom or not at all  | 47       |
|             |             |               | X Don't Know, No Answer   | 3        |
| 24          | 2           | 54            | HOW MANY BOOKS WOULD YOU SAY YOU READ<br>IN THE AVERAGE MONTH?                      |          |
|             |             |               | 1 None  | 44       |
|             |             |               | 2 One   | 17       |
|             |             |               | 3 Two   | 10       |
|             |             |               | 4 Three   | 8        |
|             |             |               | 5 Four or more  | 19       |
|             |             |               | X Don't Know, No Answer   | 2        |

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>   | <u>%</u> |
|-------------|-------------|---------------|---|----------|
| 25          | 2           | 55            | IN WHAT COUNTRY WERE YOU BORN?  |          |
|             |             |               | 1 Canada  | 46       |
|             |             |               | 2 United Kingdom, Ireland   | 28       |
|             |             |               | 3 Germany   | 1        |
|             |             |               | 4 Italy   | 4        |
|             |             |               | 5 Eastern Europe (Poland, Ukraine, etc.)  | 10       |
|             |             |               | 6 Other European  | 4        |
|             |             |               | 7 United States   | 3        |
|             |             |               | 8 Other country   | 3        |
|             |             |               | X Don't Know, No Answer   | 1        |
| 26          | 2           | 56            | COULD YOU PLEASE TELL ME WHAT LANGUAGES<br>YOU ARE ABLE TO SPEAK OR UNDERSTAND? |          |
|             |             |               | 1 English   | 95       |
|             |             |               | 2 French  | 8        |
|             |             |               | 3 Italian   | 6        |
|             |             |               | 4 German  | 6        |
|             |             |               | 5 Eastern European  | 10       |
|             |             |               | 6 Other   | 9        |
|             |             |               | X Don't Know, No Answer   | 1        |
| 27          | 2           | 57            | INTO WHICH OF THE FOLLOWING AGE CATEGORIES<br>SHOULD I PLACE YOU?               |          |
|             |             |               | 3 65 - 69   | 39       |
|             |             |               | 4 70 - 74   | 27       |
|             |             |               | 5 75 - 79   | 15       |
|             |             |               | 6 80 - 84   | 11       |
|             |             |               | 7 85 - 89   | 5        |
|             |             |               | 8 90 - 94   | 2        |
|             |             |               | 9 95 and over   | -        |
|             |             |               | X Don't Know, No Answer   | 1        |
| 28(a)       | 2           | 58            | WOULD YOU DESCRIBE YOUR PHYSICAL HEALTH<br>AS BEING...                          |          |
|             |             |               | 1 Excellent   | 20       |
|             |             |               | 2 Good  | 38       |
|             |             |               | 3 Adequate  | 28       |
|             |             |               | 4 Poor  | 11       |
|             |             |               | 5 Very Poor   | 3        |
|             |             |               | X Don't Know, No Answer   | -        |
| (b)         | 2           | 59            | WOULD YOU SAY THAT YOU FEEL BLUE OR ARE IN<br>LOW SPIRITS...                    |          |
|             |             |               | 1 Always  | 3        |
|             |             |               | 2 Frequently  | 8        |
|             |             |               | 3 Sometimes   | 30       |
|             |             |               | 4 Rarely  | 35       |
|             |             |               | 5 Never   | 25       |
|             |             |               | X Don't Know, No Answer   | -        |

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>  | <u>%</u>          |
|-------------|-------------|---------------|--|-------------------|
| 28(c)       | 2           | 60-62         | DO YOU HAVE ANY DIFFICULTY HEARING<br>SPOKEN WORDS...  |                   |
|             |             |               | 1<br><u>Yes</u>  | 2<br><u>No</u>    |
|             |             |               |  | 3<br><u>DK/NA</u> |
|             |             | (1)           | on the radio   | 14 85 1           |
|             |             | (2)           | on television  | 14 85 1           |
|             |             | (3)           | in conversation  | 19 80 1           |
| (d)         | 2           | 63-64         | DOES YOUR EYESIGHT PREVENT YOU FROM DOING<br>AS MUCH READING OR T.V. VIEWING AS YOU<br>WOULD LIKE? |                   |
|             |             |               | 1<br><u>Yes</u>  | 2<br><u>No</u>    |
|             |             |               |  | 3<br><u>DK/NA</u> |
|             |             | (1)           | reading?   | 22 77 1           |
|             |             | (2)           | T.V. viewing?  | 16 84 1           |
| (e)         | 2           | 65            | DOES YOUR HEALTH KEEP YOU FROM GOING OUT...  |                   |
|             |             | 1             | Always or frequently   | 13                |
|             |             | 2             | Sometimes  | 25                |
|             |             | 3             | Rarely or never  | 62                |
|             |             | X             | Don't Know, No Answer  | -                 |
| 29          | 2           | 66            | LAST GRADE OF FORMAL EDUCATION COMPLETED:  |                   |
|             |             | 1             | Some elementary school   | 22                |
|             |             | 2             | Completed elementary school  | 28                |
|             |             | 3             | Some high school   | 17                |
|             |             | 4             | Completed high school (grade 12 or 13)   | 17                |
|             |             | 5             | Some post-secondary education  | 5                 |
|             |             | 6             | Completed post-secondary technical<br>or vocational training                                       | 3                 |
|             |             | 7             | Completed one or more university degrees   | 5                 |
|             |             | X             | Don't Know, No Answer  | 2                 |
| 30(a)       | 2           | 67            | PRESENT RELIGIOUS AFFILIATION:   |                   |
|             |             | 1             | Roman Catholic   | 19                |
|             |             | 2             | Protestant   | 69                |
|             |             | 3             | Jewish   | 5                 |
|             |             | 4             | None   | 4                 |
|             |             | 5             | Other  | 3                 |
|             |             | X             | Don't Know, No Answer  | 1                 |



| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>   | <u>%</u> |
|-------------|-------------|---------------|---|----------|
| 30(b)       | 2           | 68            | DO YOU FIND THAT YOU ARE UNABLE TO<br>ATTEND RELIGIOUS SERVICES DUE TO<br>PROBLEMS OF WEATHER, HEALTH OR<br>TRANSPORTATION... |          |
|             |             |               | 1 Always  | 7        |
|             |             |               | 2 Frequently  | 8        |
|             |             |               | 3 Sometimes   | 14       |
|             |             |               | 4 Rarely  | 22       |
|             |             |               | 5 Never, Don't Attend   | 48       |
|             |             |               | X Don't Know, No Answer   | 1        |
| 30(c)       | 2           | 69            | DO YOU CONSIDER YOURSELF TO BE...   |          |
|             |             |               | 1 Very Religious  | 17       |
|             |             |               | 2 Moderately Religious  | 66       |
|             |             |               | 3 Not Religious   | 17       |
|             |             |               | X Don't Know, No Answer   | 1        |
| 31          | 2           | 70            | MARITAL STATUS:   |          |
|             |             |               | 1 Single  | 7        |
|             |             |               | 2 Married   | 60       |
|             |             |               | 3 Widowed   | 31       |
|             |             |               | 4 Separated   | 1        |
|             |             |               | 5 Divorced  | 1        |
|             |             |               | X Don't Know, No Answer   | -        |
| 32          | 2           | 71            | WITH WHOM DO YOU LIVE IN YOUR PRESENT<br>DWELLING?*   |          |
|             |             |               | 1 Alone   | 23       |
|             |             |               | 2 Spouse  | 57       |
|             |             |               | 3 Family or relatives   | 22       |
|             |             |               | 4 Shared accommodation with other<br>than family or relatives   | 3        |
|             |             |               | 5 Live with others in an institution<br>(Senior Citizens' or Nursing Home)  | 3        |
| 33          | 2           | 72            | DO YOU HAVE THE USE OF A TELEPHONE<br>WHERE YOU LIVE?   |          |
|             |             |               | 1 Yes   | 99       |
|             |             |               | 2 No  | 1        |
|             |             |               | X Don't Know, No Answer   | -        |

\* Percentages add to more than 100% because respondents were able to circle all applicable categories.

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>   | <u>%</u> |
|-------------|-------------|---------------|---|----------|
| 34(a)       | 2           | 73            | ARE YOU ENGAGED IN PAID EMPLOYMENT...   |          |
|             |             |               | 1 Full-time   | 6        |
|             |             |               | 2 Part-time   | 5        |
|             |             |               | 3 Occasionally  | 2        |
|             |             |               | 4 Not at all employed   | 84       |
|             |             |               | X Don't Know, No Answer   | 2        |
| 34(b)       | 2           | 74            | ARE YOU ENGAGED IN UNPAID VOLUNTEER WORK...   |          |
|             |             |               | 1 Daily   | 1        |
|             |             |               | 2 Several times a week  | 3        |
|             |             |               | 3 About once a week   | 5        |
|             |             |               | 4 A few times a month   | 4        |
|             |             |               | 5 Once a month or less  | 38       |
|             |             |               | X Don't Know, No Answer, Never  | 49       |
| 35          | 2           | 75            | COULD YOU PLEASE TELL ME HOW MUCH GROSS INCOME YOU (AND YOU SPOUSE) DERIVED FROM ALL SOURCES LAST YEAR BEFORE TAXES OR ANY OTHER DEDUCTIONS. BY ALL SOURCES WE ARE REFERRING TO INCOME FROM PENSIONS, WAGES, INVESTMENTS SUCH AS STOCKS AND BONDS PLUS OLD AGE SECURITY BENEFITS. |          |
|             |             |               | 1 A. \$1,000 or less  | 3        |
|             |             |               | 2 B. \$1,001 to \$2,000   | 10       |
|             |             |               | 3 C. \$2,001 to \$3,000   | 19       |
|             |             |               | 4 D. \$3,001 to \$4,000   | 17       |
|             |             |               | 5 E. \$4,001 to \$6,000   | 15       |
|             |             |               | 6 F. \$6,001 to \$8,000   | 8        |
|             |             |               | 7 G. \$8,001 to \$10,000  | 3        |
|             |             |               | 8 H. \$10,001 or more   | 9        |
|             |             |               | X Don't Know, No Answer   | 19       |
| 36          | 3           | 51-54         | THE ONE MOST IMPORTANT PROBLEM THAT SENIOR CITIZENS FACE IN LIFE.   |          |
|             |             |               | <u>Economic</u>   |          |
|             |             |               | 11 lack of money; general financial insufficiency; fixed income   | 25       |
|             |             |               | 12 high cost of living; high cost of food   | 5        |
|             |             |               | 13 high taxes; high property taxes; seniors should be given preferential tax treatment; should not have to pay education taxes; should not have to pay income tax on their pensions   | 2        |
|             |             |               | 14 difficulty in gaining employment   | 1        |
|             |             |               | 15 inadequate old age pension   | 3        |
|             |             |               | 16 high rent; housing too expensive   | 3        |
|             |             |               | 17 low standard of living; lack the essentials of food, clothes, decent home  | 2        |
|             |             |               | 18 high cost of medical/dental care, medication   | 1        |

Q. # CARD COLUMN

CODE

%

36 (Cont'd)

Services

|    |   |   |
|----|---|---|
| 21 | need for domestic aid within the home   | 1 |
| 22 | need for more or more accessible<br>medical or dental services  | 1 |
| 23 | need for more or better recreational<br>centres for the aged; a lack of<br>recreation; 'no place to go' | 2 |
| 24 | lack of adequate housing facilities,<br>of housing options  | 3 |
| 20 | seniors are generally not looked<br>after or cared for; a general lack of<br>care and services          | 2 |

Physiological

|    |   |    |
|----|---|----|
| 31 | poor or failing health                          | 12 |
| 32 | immobility, physically unable to<br>get outside | 2  |
| 36 | 'getting old'; old age; aging                   | 2  |

Psychological

|    |   |    |
|----|---|----|
| 41 | self-pity   | 1  |
| 42 | inactivity; 'keeping themselves<br>occupied', boredom; need for a hobby<br>or interest  | 9  |
| 43 | loneliness; need for companionship  | 34 |
| 44 | feelings of being unwanted or patronized<br>by others who 'don't want to bother'<br>with senior citizens; neglect by one's<br>family, by the 'younger generation' | 5  |
| 45 | loss of independence; fear of becoming<br>dependent upon others   | 2  |
| 46 | fear of robbery or assault  | -  |
| 47 | an unwillingness to accept or be<br>contented with their lot as senior<br>citizens  | 1  |
| 48 | feelings of uselessness, inefficacy   | 1  |

Transportation

|    |  |   |
|----|--|---|
| 51 | a general lack of transportation<br>which prevents seniors from 'getting<br>out' | 2 |
| 52 | no transportation provided to and<br>from church, library, or shopping<br>areas  | 1 |
| 53 | need for more escalators on subway   | - |

Education

|    |  |   |
|----|--|---|
| 61 | not properly educated about or<br>prepared for the general problems of<br>senescence and/or retirement | 2 |
|----|--|---|

| <u>Q. #</u> | <u>CARD</u> | <u>COLUMN</u> | <u>CODE</u>  | <u>%</u> |
|-------------|-------------|---------------|--|----------|
| 36 (Cont'd) |             |               | 62 lack of information about available activities, or about how to keep active and busy; how to adjust to increased leisure time | 1        |
|             |             |               | 99 Miscellaneous   | 5        |
|             |             |               | 90 No Problems   | 2        |
| 37          | 3           | 12            | DWELLING TYPE:   |          |
|             |             |               | 1 Single family detached house   | 50       |
|             |             |               | 2 Duplex, triplex or semi-detached   | 15       |
|             |             |               | 3 Row or townhouse   | -        |
|             |             |               | 4 Low-rise apartment (no elevator)   | 6        |
|             |             |               | 5 High-rise apartment (elevator)   | 20       |
|             |             |               | 6 Flat (not a self-contained apartment)  | 2        |
|             |             |               | 7 Room   | 1        |
|             |             |               | 8 Senior Citizens' Home  | 3        |
|             |             |               | 9 Nursing Home   | 1        |
|             |             |               | X Don't Know, No Answer  | 1        |
| 38          | 3           | 13            | SEX  |          |
|             |             |               | 1 Male   | 45       |
|             |             |               | 2 Female   | 55       |
|             |             |               | X No Answer  | -        |



Article III

ERG's Letter of Introduction  
and the Letter of Endorsement

---

June, 1973

The way our society is developing, more and more people will be leaving their jobs at an ever earlier age. How well will we be able to use our leisure time? What can be done to make these years as fulfilling and enjoyable as possible?

To help government plan for the future, we must first know what people are doing today. We are therefore conducting a survey of older adults including those approaching retirement age and those recently retired to learn how you utilize your time and to find out your opinions and ideas about leisure time activities.

I assure you that this is not a sales pitch nor a promotional gimmick. It is an important and serious research project which has been explained to various religious and community leaders, and their letter of endorsement is enclosed.

Your views are important to our survey! It is only through your personal co-operation in taking part in the survey interview that we will have an accurate picture of peoples' real needs and preferences.

In a few days, one of our authorized interviewers will phone you to make an appointment to interview you in your home. All we need is about a half hour of your time. Your answers, of course, will be kept strictly confidential.

I sincerely thank you in advance for your co-operation.

Yours respectfully,

*Michael Adams*

Michael J. Adams,  
Study Co-ordinator

Toronto

May, 1973

Dear Sir or Madam:

You are being asked to be part of a very important survey which has been initiated by the United Church of Canada and is being actively supported by the Canadian Radio-Television Commission and the Ontario Ministry of Community and Social Services.

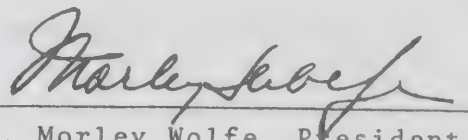
Envirionics Research Group Limited has been asked to carry out the survey and we ask you to co-operate with them. With your assistance we are confident that this survey will be extremely valuable in developing leisure activity programmes based on the real needs of citizens like yourself.

While it is not a survey about religious opinions, we are endorsing the study and asking you to participate because we believe it to be a very worthwhile effort.

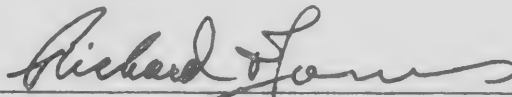
Sincerely,



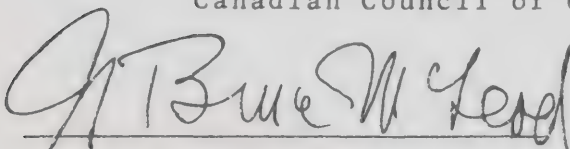
Archbishop Philip Pocock,  
Archbishop of Toronto



Mr. Morley Wolfe, President,  
Toronto Regional Council,  
B'nai B'rith



Rev. Richard D. Jones, President,  
Canadian Council of Christians and Jews



The Rt. Rev. N. Bruce McLeod,  
Moderator, United Church of  
Canada



Rabbi Reuben Slonim

Article IV

Statistical Note



STATISTICAL NOTE

The reader is aware that the size of a probability or random sample affects the precision of the results. Samples which are large and randomly selected elicit statistics that are within a very few percentage points of the entire population.

When data is "broken down" by age, sex, income or on some other basis, the question arises as to whether or not the differences between these groups on a given item are larger than would be expected by chance. In this study, a statistical procedure known as the chi square ( $x^2$ ) test has been applied to indicate whether or not these differences are large enough that they would not occur by chance more than once in a hundred instances. Only relationships which are "significant" in this sense are reported in this study.

Article V

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ARTICLE V

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Article VI

Index of Tables

ARTICLE VI

Index of Tables

Table

|    |  |    |
|----|--|----|
| 1  | Distribution by Age and Distribution by Age and Sex . . . . .                | 18 |
| 2  | Country of Birth. . . . .  | 19 |
| 3  | Languages Spoken or Understood. . . . .                                      | 20 |
| 4  | Dwelling Type . . . . .  | 21 |
| 5  | Living Arrangement. . . . .  | 22 |
| 6  | Income Distribution . . . . .  | 24 |
| 7  | Distribution by Age of Those With Annual Income of \$3,000 or Less. . . . .  | 26 |
| 8  | Level of Attained Education . . . . .  | 27 |
| 9  | Engaged in Paid Employment. . . . .  | 28 |
| 10 | Physical Health and General Attitude. . . . .                                | 29 |
| 11 | Most Satisfying Leisure Activities. . . . .                                  | 31 |
| 12 | How Often do you See Your Family, Relatives or Close Friends?. . . . .       | 33 |
| 13 | Number of Social Telephone Calls Made or Received on an Average Day. . . . . | 33 |
| 14 | Reason for Deriving Satisfaction From Leisure Activities. . . . .            | 35 |
| 15 | Impediments to a Full Use of Free Time. . . . .                              | 37 |
| 16 | Frequency With Which Health Prevents You From Going Out . . . . .            | 38 |
| 17 | Access to the Media . . . . .  | 42 |
| 18 | How Often Do You Get at Least One of the Daily Newspapers? . . . . .         | 44 |
| 19 | Effect of Income on Receipt of a Daily Newspaper. . . . .                    | 45 |
| 20 | Effect of Ethnicity on Receipt of a Daily Newspaper . . . . .                | 46 |



Table

|    |   |    |
|----|---|----|
| 21 | Effect of Ethnicity on the Reading of<br>Ethnic Newspapers. . . . .                             | 46 |
| 22 | Effect of Education on Receipt of Magazines. . . . .  | 47 |
| 23 | Effect of Age on Hearing Impediments and<br>Effect of Age on Sight Impediments . . . . .        | 49 |
| 24 | Time Spent Actually Watching Television<br>on an Average Weekday. . . . .                       | 52 |
| 25 | Effect of Ethnicity on the Amount of<br>Television Viewed. . . . .                              | 56 |
| 26 | Living Versus Viewing Arrangement and<br>Viewing Alone and Living Arrangement . . . . .         | 59 |
| 27 | Time Spent Listening to Radio on an<br>Average Weekday. . . . .                                 | 61 |
| 28 | Radio Listening, By Education. . . . .  | 64 |
| 29 | Time Spent Reading Newspapers. . . . .  | 65 |
| 30 | Engage in at Least Some Newspaper Reading,<br>By Ethnicity . . . . .                            | 67 |
| 31 | Frequency of Reading Magazine Articles and<br>Number of Books Read . . . . .                    | 68 |
| 32 | Magazine and Book Reading, By Education. . . . .  | 69 |
| 33 | Preference for Types of Television Programmes. . . . .  | 72 |
| 34 | Should There Be More Information or Better<br>Entertainment on T.V.? . . . . .                  | 77 |
| 35 | Information or Entertainment on T.V., By Ethnicity .  | 78 |
| 36 | Frequency of Watching T.V. News. . . . .  | 80 |
| 37 | Effect of Age on Daily Viewing of Television News. .  | 80 |
| 38 | When Do You Usually Watch the News? and<br>Watch the 11:00 p.m. News, By Age and Ethnicity. . . | 82 |
| 39 | Why Do You Like That Particular Radio Station? . . .  | 84 |
| 40 | Preference for Types of Radio Programmes . . . . .  | 85 |

Table

|    |   |     |
|----|---|-----|
| 41 | Frequency of Radio News-Listening. . . . .  | 87  |
| 42 | Attitude Towards Radio and Television Commercials. . . . .  | 89  |
| 43 | Newspapers Read Regularly. . . . .  | 89  |
| 44 | The Three Features in the Daily Newspaper<br>Read Most Often. . . . .   | 90  |
| 45 | How the Media Compare. . . . .  | 92  |
| 46 | Further Media Comparisons. . . . .  | 95  |
| 47 | Attitudes Towards the Provision of Programme<br>Material By Radio and Television . . . . .  | 98  |
| 48 | Television and Radio Are Not Providing Enough<br>Religious Programmes, By Age . . . . .   | 100 |
| 49 | Would You Prefer the Following Types of Programmes<br>to be on Radio or Television?. . . . .  | 102 |
| 50 | The Elderly and Their Religion and Prevented From<br>Attending Religious Services Due to Weather,<br>Health or Transportation . . . . .       | 104 |
| 51 | Importance of Religious Programming on Radio and<br>Television and Religious Programming is Very or<br>Moderately Important, By Age . . . . . | 105 |
| 52 | What Should Receive More Emphasis in<br>Religious Programming? . . . . .  | 106 |
| 53 | The One Most Important Problem That Senior<br>Citizens Face in Life. . . . .  | 108 |





